

# Promoting Preconception Health Through Social Media

May 25, 2022

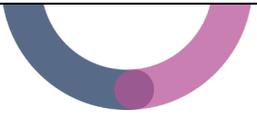
Transcript

Slide 1



Welcome to our virtual workshop on Promoting Preconception Health through Social Media. I have very brief announcements before we get started. So given the large number of participants, which we are thrilled about, everyone is muted upon entry to the workshop, but you are able to unmute because we would love your participation through some small group discussions that we're going to have. This is an interactive workshop and we will be having some conversations in breakout rooms. While we know it's not always possible, we encourage you to turn on your cameras, try to stay engaged throughout our time together. And it is such a pleasure to be able to have a two way conversation when we can see each other. And again, we really want to hear from you. Close captioning is available in the main meeting room. To view, click the CC icon at the bottom of your screen. Unfortunately, the close captioning will not be available in the breakout rooms. Feel free to ask your questions using the chat at any time. And we will have some specific times where we can get some Q and A in, before the end of the workshop. A recording of today's workshop, the slide deck and the transcript, will be available on [rhntc.org](http://rhntc.org), within the next couple of days. Your feedback is extremely important to us. So we're actually going to send you out the evaluation link at the beginning of the workshop, because we would like to encourage you to open it up and fill it out as we go along, and just remember to submit it before you log off today. And then finally, this presentation is supported by the Office of Population Affairs and the Office on Women's Health. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of OPA, OWH or HHS.

## Slide 2



### Welcome and introductions

Please chat in

- Your name
- Your agency and role
- Your city and state
- What are you most excited to learn about today?

2

On the next slide, we would really like to warm up the chat. So please, we invite everyone to enter your name, your agency, your role, the city and state you're in, and what are you most excited about learning today. So again, your name, your agency, your role, and what you were most excited about learning today. So I see so far, we have someone from Utah. Let's see, we have Stacy from Texas. Las Vegas. So keep that chat warmed up. Please continue to enter again, your name, your agency, your role, the city and state. And we would love to hear what you're most excited about learning for today's workshop. And I see, Sophia has added that they are excited to learn about how to better promote preconception health and to reach different populations. So that's awesome. So keep it coming while we continue with a highlight of today's facilitators.

## Slide 3

### Speakers



**UNC** SCHOOL OF MEDICINE  
Pediatrics, Obstetrics and Gynecology  
Collaborative for Maternal and Infant Health

**Suzanne Woodward**  
University of North Carolina at Chapel Hill  
School of Medicine

So on the next slide, we have three facilitators for today's workshop. We're super, super excited. So first I would like to introduce Suzanne Woodward. She is a Communications Director at the UNC Collaborative for maternal and infant health. And Suzanne specializes in health communications, digital media, and directs communication strategies for numerous national and state programs.

## Slide 4

**Speakers**



**Sarah Verbiest, DrPH, MSW, MPH**  
University of North Carolina at Chapel Hill  
Schools of Social Work and Medicine

 **SCHOOL OF MEDICINE**  
Pediatrics, Obstetrics and Gynecology  
Collaborative for Maternal and Infant Health

 **SCHOOL OF SOCIAL WORK**  
Jordan Institute for Families

Our next facilitator is Dr. Sarah Verbiest, who is the Director of the Jordan Institute for families in the UNC School of Social Work and the Executive Director of the collaborative for maternal and infant health in the UNC School of Medicine. Dr. Verbiest leads the National Preconception Health Campaign known as show your love.

## Slide 5

**Speakers**



**Leslie deRosset, MSPH, MPH**  
University of North Carolina at Chapel Hill  
Gillings School of Global Public Health  
Department of Maternal and Child Health

 **GILLINGS SCHOOL OF GLOBAL PUBLIC HEALTH**

And our final facilitator, Leslie DeRosset is an Implementation Specialist at UNC's Gillings School of Global Public Health. She supports four national maternal child health projects and has worked on pre preconception health programs for over a decade. So we are thrilled to have our three facilitators from UNC today.

## Slide 6

**By the end of the session, participants will be able to:**

1. Identify opportunities for leveraging social media to communicate preconception health messages.
2. Describe at least two social media best practices that family planning agencies can use to engage in national health observances that promote preconception health.
3. List at least three resources that family planning agencies can use to promote preconception health messages.

6

And on our next slide, is just really quickly just some of the aims, the objectives, that we hope that all of you will be able to do by the end of our time together. So the first is to identify opportunities for leveraging social media to communicate preconception health messages. Second, describe at least two social media best practices that family planning agencies can use to engage in national health observances that promote preconception health. And finally, list at least three resources that family planning agencies can use to promote preconception health messages. One thing we did want to note, is just a little reminder that this workshop is not a social media one on one. However, the RHNTC is looking forward to continued development of social media resources and trainings in the future. So with that, I would like to turn it over to Leslie.

## Slide 7

 **Share:  
Your social media knowledge**

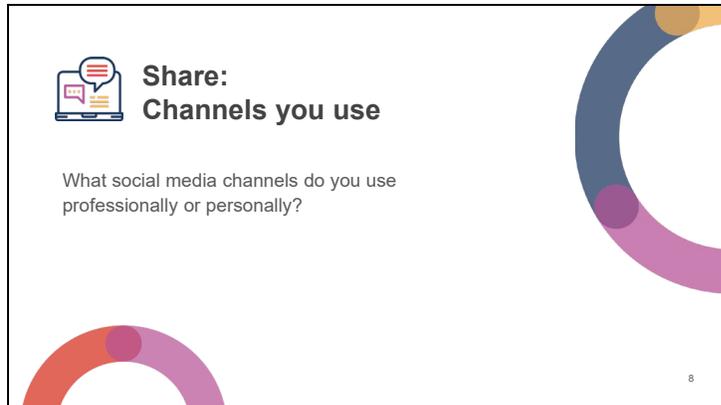
On a scale of beginner (1) to pro (5), where would you rank your social media knowledge?

7

Thank you so much, Naima. We're going to go ahead and launch a poll. So Nancy, if you wouldn't mind opening that up. Hopefully by now, two and a half years into Zoomlandia, you are familiar with how to operate a poll. But what you'll see on your screen is a question, and it says on a scale of one to five, five being a pro, where do you rank your social media knowledge? So what we want to do is really just kind of find out where you are. Are you familiar with Twitter? Do you use social media? What do you like? What don't you like? And that'll help us frame part of the conversation. We'll give you just about another 10 seconds. Wait for everybody else. To be honest, we've got about 61 people so far today. We're really thrilled that you're here and we'll go ahead and count down. Five, four, three, two, one. And Nancy, if you will end the poll and post our results. So what we see is that, pretty much everybody's

right in the middle, right around that number three, right in the middle, they've got some knowledge. They don't consider them a pro like Suzanne, but they certainly feel really comfortable with it. So that is awesome. That's really good for us to know. And we'll keep diving into that just a little bit more.

## Slide 8



Our next question is something that we want you to put into the chat for us. And what we'd like you to do, don't hit enter yet. It's called a waterfall chat. It's a little trick that we use. But on this screen, next slide, please. We want to know a little bit about the social media channels that you use both professionally and personally. So if you would start typing and don't hit enter, we're going to give everybody a few seconds to go ahead and give us some input into what they're using. Just to familiarize yourselves. Again, you might be using TikTok, you might be using Snapchat, Twitter, LinkedIn, Facebook, Instagram. I heard about something called Twitch yesterday. There's also WhatsApp, which is considered a social media website and actually thought to be very culturally appropriate. So go ahead and when I hit three, let's go ahead and enter. One, two, three. Oh, I love it. Isn't this so fun? Instagram, Snapchat, TikTok, WhatsApp. Love to see the WhatsApp. I really think is wonderful. And that is great. I'm looking to see if there's anyone on there that I'm not as familiar with. I actually don't know how to use TikTok. My children make fun of me. I've hit the age of 50. So I think it is for younger kids, but we've seen a lot of really good happenings on TikTok over the last couple years. And finally, we've got one more poll for you. Be real. Ooh, that's a new one. Ooh, great. We'll have to learn about that one. Thanks, Suzanne.

Slide 9



**Share:**  
**Is social media a priority?**

On a scale of 1-5 (5 being highest), how much of a priority is social media to your organization/team?

9

All right. And our finally, we're going to go to one more poll question just to get us warmed up for our conversation today. So Nancy, if you'll launch the poll, this one looks at the one to five scale. Again, five being highest, and the priority of social media in your organization or on your team. Is it at low? Is it really high? Is it something you talk about and work with on a daily basis? Is it just kind of an add on to what you're already doing with your action plan and implementation plan? Looks like we've got about 50% of the people who have participated. So we'll wait just a couple seconds. I really appreciate all the participation from everybody. It's just wonderful to have you participate. So let's go ahead and end the poll, Nancy, and let's share the results. So it looks like, by sharing the results of this poll, we've got about 66% who are hitting into that number three and number four, meaning it's somewhat of a priority, but it's not necessarily the highest priority. Only about 13% of our folks identified it as the highest priority. So we'll talk a little bit about how we can make it more of a priority and how we can really look at our social media strategies over the next 45 minutes. Oh, no, about 90 minutes. I guess, about 75 minutes left. So this is great. And as we get started and I turn it over to Suzanne, we do want to remind you that the chat is there. As questions come up, please put them in the chat. We'll definitely have some time to answer them and make sure that we, clarify any questions or ideas or thoughts that you have. So I will go ahead and turn it over to Suzanne.

Slide 10

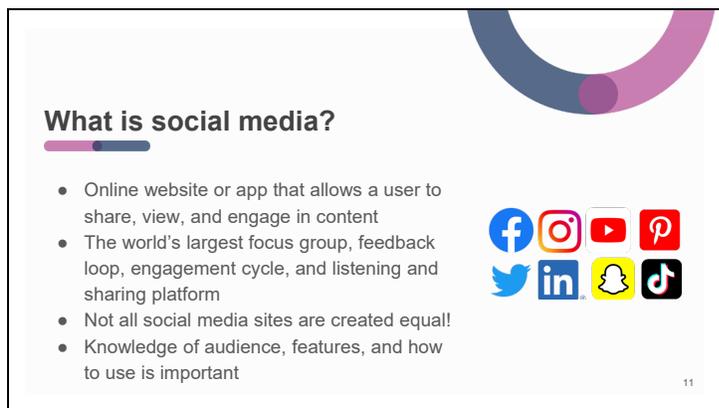


**Social media for family  
planning agencies**

- [Suzanne] Thank you so much, Leslie. Now these polls were really helpful for me, so that I can adapt in real time. Some of this presentation, as we really roll up our sleeves on social media messaging and

strategies for preconception healthcare. And based on these polls, what I'm seeing is that a lot of people do have a, are they're pretty familiar with social media. And for at most more organizations, it is a priority to some extent. So raise your hand, I'm visually going to say, raise your hand if resources or capacity seems to be a barrier to some of the social media strategy. So hopefully in this presentation, I can address some of that today about what to do when it seems like capacity and resources, can get in the way of your efforts to be on social media and to engage with different audiences.

## Slide 11



**What is social media?**

- Online website or app that allows a user to share, view, and engage in content
- The world's largest focus group, feedback loop, engagement cycle, and listening and sharing platform
- Not all social media sites are created equal!
- Knowledge of audience, features, and how to use is important

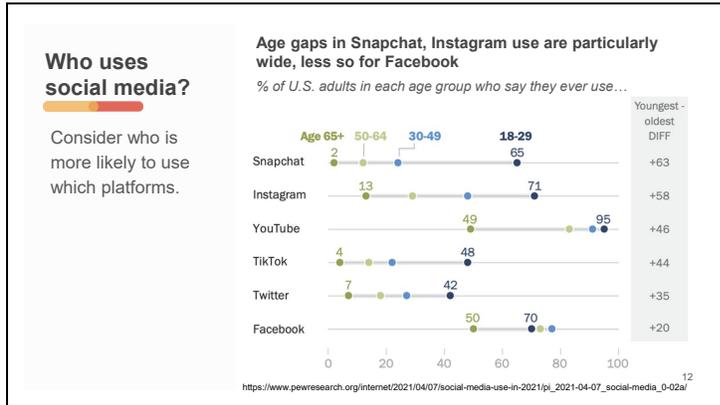


11

Okay. So let's start before we did these polls, I wanted to define social media, what it is in the first place. It is a web or an app that brings together. It brings people together around created content. So that could be videos, that could be photos, that could be messaging or articles, et cetera. There's billions of users on social media every day. There's over 3 billion users of social media every day. And add that, each person at averaging over 120 minutes per day on social media. So it's pretty effective for you to get your information out. But it's also effective way to learn. You can think of social media as a focus group or a feedback loop. Every person in an organization on social media is able to trial and error content messages and better understand what type of content that is better to engage with their different audiences and what they prefer. And what you'll come to find is that, it might be different across different platforms, different times of day and different types of content. There's many different web based or mobile apps based on social media sites. There's usually they have interchange functionality. Meaning a lot of times there could be a web app. There could be a web URL. There's also an app. Do you recognize some of the icons on the screen? And based on the chat, I heard a lot of people shot these out. So I see Facebook, Instagram, YouTube, Pinterest, Twitter, LinkedIn, Snapchat, TikTok. There's BeReal. There's WhatsApp. A lot of people are still on Reddit. And this is just a few. Now before we cut, before we get started into the details of social media strategy, I wanted to just take a note about engage, the difference between engage and engagement. Because we'll be using that word throughout the chat today. And we'll be talking about some best practices, so I wanted to make sure we're talking about a common language. Engagement rules on social media, more and more so you're seeing that it's harder sometimes to get to your audience, if there isn't engagement. The more content, so a photo or a post is engaged with, the more you'll be shown to other people for it to go viral. So it all comes back to engagement. Engagement can mean views, clicks, clicking to a person's profile, or the link that's shared. It could be view. It could be three seconds or more of watching a video clip. It also means liking, resharing or retweeting, commenting on that post, and very important saving that post. But all of them are very important and are factors into the different algorithms that social media channels have for your

content. Typically, a social media site will show your post to a small group of your followers. And if that post gets a lot of traffic or a lot of impressions or engagement, it'll push it to more and more people's feeds. So I know there's been some frustration from a lot of people on Instagram saying, my followers, my friends, aren't seeing my posts. And some of that comes back to the algorithm about how Instagram and Facebook, and Twitter will disseminate your posts.

Slide 12



So let's talk data when it comes to preconception healthcare audience. Let's talk about who's using social media and who's engaging on what social media channels. I think this is really interesting chart on the screen. It's from Pew Research, I think they update it every year, this one's from 2021. And I think it's interesting to review the different ages and the different platforms. What themes are you noticing? 'Cause I've seen some really great themes. While you're looking that over, I'll shout at just some stats. In the United States, YouTube has become, and globally, YouTube is the most popular social media platform with 85% of 13 to 17 year olds using it. 72% of young adults using Instagram, 69% using Snapchat, 51% using Facebook, and it's estimated 69% of US teens, monthly are on TikTok. The largest spread I see on this chart seems to be on Snapchat and Instagram. YouTube and Facebook are generally more popular for older crowds. Both TikTok, Snapchat, Instagram, and Twitter are more likely used by younger audiences. And we'll kind of dive into why that might be and what different features these social media platforms have. That's drawing in this younger audience for engagement.

Resource:

[Pew Research "Social Media Use in 2021"](https://www.pewresearch.org/internet/2021/04/07/social-media-use-in-2021/pi_2021-04-07_social-media_0-02a/) (https://www.pewresearch.org/internet/2021/04/07/social-media-use-in-2021/pi\_2021-04-07\_social-media\_0-02a/)

## Slide 13



### How much time do people spend on social media?

- Teens spend an average of 2.5 hours/day or more on these platforms
- Most people check social media multiple times per day
- 45% of teens say they're online almost constantly (2018)

<https://www.pewresearch.org/internet/2018/05/31/teens-social-media-technology-2018/>

13

Okay. So not only are people using social media and you know that. We said 3 billion people are on it, more than 120 minutes a day. But they're on it multiple times a day. Again, according to a Pew Research, here's some information you have about an opportunity to engage with young people, checking hourly. 45% of teens say they use their online almost constantly. This is a figure that's nearly doubled from 24%, since 2015. 44% say to go several times a day. And nine out of 10 teens go on multiple times per day.

Resource:

[Pew Research "Teens, Social Media and Technology 2018"](https://www.pewresearch.org/internet/2018/05/31/teens-social-media-technology-2018/)

(<https://www.pewresearch.org/internet/2018/05/31/teens-social-media-technology-2018/>)

## Slide 14

**What does this mean for your family planning agency?**

**Your audience is online**

- Title X's largest population is people ages 20-39
- They're engaged and online at least once per day

<https://opa.hhs.gov/sites/default/files/2020-09/title-x-fpar-2019-national-summary.pdf>

14

So we know that in, at federal qualified health centers and at clinics, and at health departments, that's where that's the audience is online. It's one of the reasons that social media is so cost effective and an important way to meet clients with messaging and information. It gives you an opportunity to not only engage and educate with your audience, but it helps you to combat misinformation and to make that connection from online to the clinic.

Resource:

[Title X Family Planning Annual Report 2019 National Summary](https://opa.hhs.gov/sites/default/files/2020-09/title-x-fpar-2019-national-summary.pdf)

(<https://opa.hhs.gov/sites/default/files/2020-09/title-x-fpar-2019-national-summary.pdf>)

## Slide 15

**Social media and the 2021 Title X Final Rule**

- In October 2021, HHS published the Title X Final Rule:  
Ensuring Access to Equitable, Affordable, Client-Centered, Quality Family Planning Services

“Social media has the power to reduce health disparities and inequities.”

<https://opa.hhs.gov/sites/default/files/2021-10/2021-Title-X-Final-Rule-One-Pager-October-2021.pdf>

15

Another reason this is more important, is the title 10 final rule, ensuring access to equitable affordable client centered quality family center services was published in 2021. The new rule emphasizes the importance of ensuring access to equitable affordable client-centered care, especially in those margins. This means that family planning clinics are responsible for advancing equity for all.

Resource:

[Title X Final Rule One-pager](https://opa.hhs.gov/sites/default/files/2021-10/2021-Title-X-Final-Rule-One-Pager-October-2021.pdf) (<https://opa.hhs.gov/sites/default/files/2021-10/2021-Title-X-Final-Rule-One-Pager-October-2021.pdf>)

## Slide 16

**Title X Final Rule and equity**

At the center of the new rule is **equity**:  
“When all persons have the opportunity to attain their full health potential, and no one is disadvantaged from achieving this potential because of social position or other socially determined circumstances”

<https://opa.hhs.gov/sites/default/files/2021-10/2021-Title-X-Final-Rule-One-Pager-October-2021.pdf>

16

And social media is one way to achieve equitable access for all potential clients.

Resource:

[Title X Final Rule One-pager](https://opa.hhs.gov/sites/default/files/2021-10/2021-Title-X-Final-Rule-One-Pager-October-2021.pdf) (<https://opa.hhs.gov/sites/default/files/2021-10/2021-Title-X-Final-Rule-One-Pager-October-2021.pdf>)

## Slide 17

**Who are our Title X clients?**

- Title X had 3.1 million clients in 2019 vs. 3.9 million in 2018
- Majority under 29 years old
- Self-identify as male (13%) and female (87%)
- Self-identify as Black/African American (24%), white (54%), Hispanic/Latino (33%), Asian (3%), American Indian/Alaska Native (1%), Native Hawaiian/Other Pacific Islanders (1%)
- Over 40% were uninsured

<https://opa.hhs.gov/sites/default/files/2020-09/title-x-fpar-2019-national-summary.pdf>

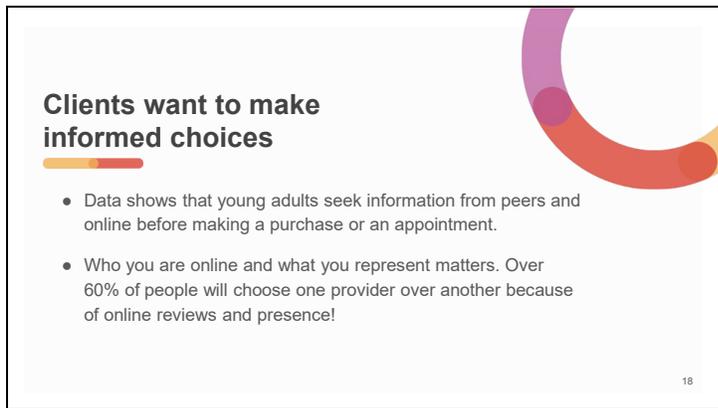
17

So let's take a minute to review the data on this side, and how does it compare to your population user. Showing that most of the clients, when we just went through who's on social media, it's likely to be the clients that are in your communities.

Resource:

[Title X Family Planning Annual Report 2019 National Summary](https://opa.hhs.gov/sites/default/files/2020-09/title-x-fpar-2019-national-summary.pdf)  
(<https://opa.hhs.gov/sites/default/files/2020-09/title-x-fpar-2019-national-summary.pdf>)

## Slide 18



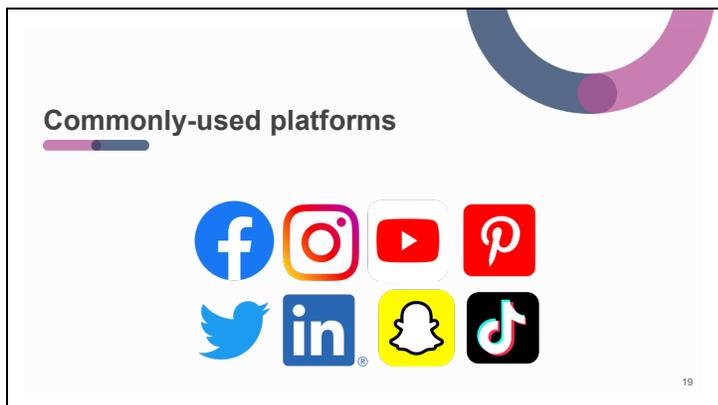
### Clients want to make informed choices

- Data shows that young adults seek information from peers and online before making a purchase or an appointment.
- Who you are online and what you represent matters. Over 60% of people will choose one provider over another because of online reviews and presence!

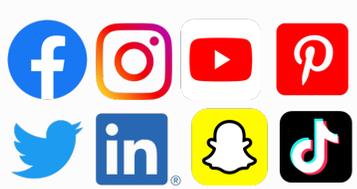
18

We also know that people look are looking online for health information about their healthcare, about their provider, about clinic, about insurance information, about vaccines. There's a lot of information online. But research has shown that 77% of patients conducting an online search before making an appointment with a physician. 60% of them have chosen one provider over another based on positive online reputation. 63% will choose one provider over another, just because of strong online presence. So having an online presence is important. Having accurate information when someone is Googling your clinic or your provider's name is important. Having an active social media account is, it will do wonders, not only to show that you're involved in your community, but so that they know what services are offered, that your site has been updated. So that, for example, if you're open late one night that they're aware of the up-to-date hours or that they can see who the different clinics clinic providers are.

## Slide 19



### Commonly-used platforms

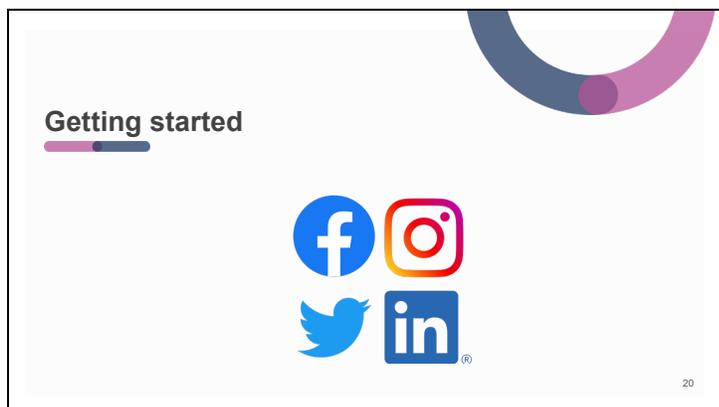


19

I'm going to do a quick overview of some of the top platforms used by public health campaigns. When we did, before we launched this during registration, we asked what platforms are many of you all using, and this was the list that we had gotten. So I'll just do a quick overview. These are some of the top platforms used. And then we'll talk about some cool features within each of them in ways to cross promote in different materials. Facebook, mostly used by the older group, 25 and up. It's linked to Instagram, so I don't know. Hopefully, you know that, that often Facebook and Instagram are interchangeable, their messaging now is interchangeable. It's a mix of audiences. People, brands, organizations, and there's features like posts, live videos, stories. You can do Facebook groups,

messenger across Instagram and Facebook. There's now options to do polling. And it's definitely, the widest net as far as reaching diverse groups, clinics, and other organizations. Instagram, while it is linked to Facebook, it has different sizes. It's the largest group of, I would say, the range of 18 to 40 year olds. This is where you start to see some of that shift into some of these younger social media outlets, where user generated content, meaning a person has created. It's their face. And they're talking about something directly to their audience. You'll start to see that these type of features included in Instagram, where there's realtime posting, there's live interactions. These stories have options for realtime polling, realtime questions, realtime surveys, where you can get instant results from your followers. YouTube, the most used. It's great for a long form video and YouTube did just launch reels. Video reels being really short, one minute or less. Video clips, they're now across. It's funny, you'll see these features slowly kind of getting in incorporated into others that believe Twitter is launched reels now as well, where you can explore and see this user generated content in short videos. Twitter tends to be more professional. It is real time. It is trending. A lot of people receive their news or breaking news from Twitter. Because of how easy it is to see what's trending in the world. And what's trending will start to the more a user is sharing their interest, will start to get tailored. So not everyone always receives the same trending hashtags. LinkedIn is professional. You have your own profile, but it's not necessary for every clinic, necessarily to have their own profile or own site page. But some features you'll see across all of them is discovery page, or it could be like a called Explorer, or like TikTok calls it, For Your Page. Where it's curated content based off what your account is engaging with the most. I believe all of these services for the most part are free. There's probably some options to, I think LinkedIn has a professional option where you can pay for more. But there are definitely free services to help create, to create content for these different platforms.

Slide 20



Okay. So that based off of, if we're getting started as, if we haven't been on social media to this point, and we're asking our top leadership to put some more resources and more funding into social media, the biggest thing for your buck right now for public health, is to really get focused on, one, Facebook, Instagram, Twitter, or LinkedIn. Because of the Google factor. The fact that you're able to, for search engine, when someone searches your name, these profiles will rise to the top much higher. So it's important. It's a great investment to get people into your clinic. And it would be my suggestion. If you're not on a social media channel, pick one and explore these features. Start crafting some messages for Twitter, for Facebook, and really do a review of who your followers are. What type of content are they engaging around? And then you can adjust some of your posts based off their interests. I wanted to

share that there's a lot of platforms that will make this really easy to get started. So I'm sure, based off of most people were somewhere in the middle when it came to social media knowledge. But I wanted to shout out, I mean, maybe in the chat, you could put some different social media tools that you found really helpful when it comes to managing social media content. As an example, our team uses Hootsuite. I personally use Buffer, but there are others. And that helps with queuing up social media posts all in one place. It's one website that I have, all of our different social media channels connected. And then I can from one website post, this message, across all of the different social media channels. You can also schedule and then they also do a lot of analytics. So it helps you to identify trends in your posts, trends from your followers, most needed important times of day to be posting, important types of content to be posting. And it helps you to better know your audience. I'll also say, here's a homework assignment. If you have not had a chance to play around in the Canva app, Canva is a design tool. And it's really great because it already has, it's free. And it already has the sizes for all of the different social media posts. They're already preset. Their templates also, so if you wanted to create an Instagram reel or Instagram story or you want it, you could create that using Canva. You can also, if you upgrade to the Canva Pro account, you can easily resize this one post across every type of social media there is, and it'll automatically kind of adjust to your, the template or this art that you've created. You can post straight from Canva. And it allows you to have a lot of pre-draft stock images, stock videos, and really cool like GIFs. So if you haven't played in Canva, that's something I would encourage you to do. Because that I think is a really, is a game changing way to have some really quality content for very little money. But also make a big impact on content you create.

## Slide 21

### Best practices

- Have a social media strategy in place
- Understand your organization's social media policies
- Create a social media protocol for YOUR team to align: post timing, review process, real-time pre-drafted message responses (managing comments/trolls)
- [Promoting Family Planning Services Social Media Toolkit](#)
- [SYL Protocol Template](#)

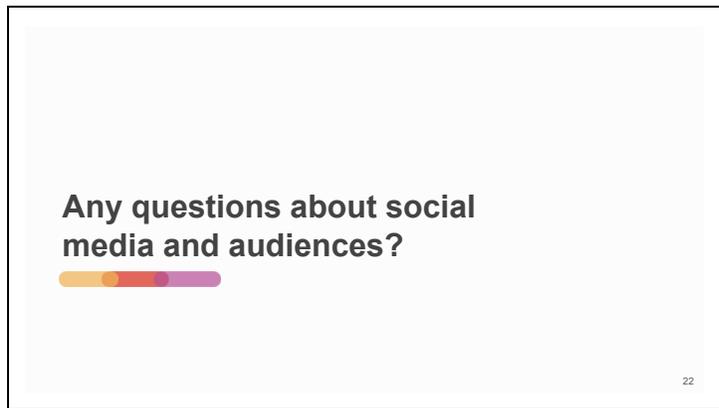
<https://showyourlovetoday.com/communications-toolkit/> 21

All right. In the interest of time, let's see. So I just wanted to emphasize that this is not, this session, it's not going to be where we're talking about creating a social media plan. The RHNTC has a social media strategy document and we've also created a social media protocol sample. So at the end of this session, we'll put together, we'll share these links. There's a protocol template and a social media toolkit for putting together a bigger social media strategy, and then also policies for your team. So a few quick notes, 'cause I'd be remiss, if I didn't acknowledge. That it is really important to have a strategy in place that also understands your organization's social media policies, both for what you are posting on behalf of the clinic or the organization. But also if there's any employee policies, for example, if you end up wanting to speak very vocally about a topic, they might ask you to say like these tweets do not represent your role. So just knowing that, checking with that, having that incorporated into your social media strategy's important. And when I say social media protocol for your team, this is really important. It's an outline and we have a sample we'll share, but it just talks about the type of posts that you're going to be sharing, the timing of it, who will be reviewing these posts. Like what's the chain of who approves, the different messaging. If there's pre-draft messaging that you need to address in real time. And that's especially important when we're talking about, some of these topics that we'll be talking about are pretty sensitive and you could find, you'll likely find a lot of times in women's health. There's a lot of we'd say, trolls or people who will comment different things. So having some pre-draft responses is important to either take that conversation offline or to manage it in real time. And you can have that set up with your clinic.

Resource:

[Show Your Love Today Communications Toolkit](https://showyourlovetoday.com/communications-toolkit/) (<https://showyourlovetoday.com/communications-toolkit/>)

## Slide 22



But I'm going to take a minute now. 'Cause I just went over a lot in a little bit of time. And this is, I tried to adjust based off of this earlier this, the pull from earlier. But I'd like to stop and hear from you all, any big questions you have, your thoughts so far, before we dive into more preconception health messaging, what questions you have about some of this social media that we just covered? You can either raise your hands. You can put up doing that. No questions. So it seems like we're on TweetDeck I use a lot. I'm just catching up with the chat. Great question. I get a lot of questions about cost and different resources. So Canva, it's free at first. So I would definitely suggest you going on that and just trying it out, exploring it. Our team needs to have a different, an entire line item for stock images and all these different texts, different things for text and for video. And so, Canva upgraded to Canva Pro, which I believe is less than \$400 a year, was one way to combat that. I believe it might be 800. It depends on 800 annually. But I believe it depends on your need. So I think if, for ours, it's three different log-ins, possibly five different channels are connected to that hoot speed account. So that's kind of an upgraded account and they have different levels. They're pretty, I think most of these, same with TweetDeck and same with Buffer, you can Google it and look at their plans and pricing. And a lot of times, I think they will give you a cut if you were at a nonprofit. So definitely reach out and ask about that. How do you expand your social media reach as far as who knows your social media account exists? That's a great question. So to expand your social media, when you're social media account exists. So an example being, perhaps, you're starting a social media account for your organization. And you want, you're just getting started. You have your first post up there as you launch it. And you want to kind of get some followers as you're starting to grow some of your audience. A good way is to definitely have it cross promoted, make sure it's definitely on your social. It's on your website, have it in any newsletters, asking your leadership to put in their email signature, where it says like our, like it's on Facebook, whatever. So that there they're people are coming to your social media account and know that it's there from a variety of different ways. Then you can also directly ask partners, if they'll come in like your page. So it's sometimes for example, if there's like a clinic or a provider that has a pretty good following or an example being, I want UNC School of Medicine to follow us and maybe to share one of our posts. I might reach out to UNC Medicine and from that organization's account. And say, hey, we just started our account and we need a story. Would you share it a good way for, to get more traction onto your site, is asking partners to share some of your content. You can also tag them. For example, if you do a post or a story, you can tag them in it. So it's easy for them to reshare your story or your post. Again, to get more different people to come to your site. And that's just a few ways that you can. And great tip, Canva Pro is free for nonprofits and public health organizations now. That's amazing.

Slide 23



Now we're going to move to, we're going to start to kind of merge some of these preconception topics with social media and preconception health. So we know that that term can be a little problematic in that. It's vague and not very many people identify with the term preconception. Our team's done a lot of research on what about the word preconception and what a new term might be. But in essence, preconception health, while we're still using that term. It covers a range of preventative health topics, such as chronic disease management, mental and behavior health, tobacco, substance abuse and alcohol, physical activity, nutrition. It is tough to be a leader on all of this different content. In fact, I would say, you really can't be a leader on all of the different topics that factor into what preconception health is. So really what can you do? You can link to campaigns that are already doing really great work in this space, in their silos, and start to link together these different silos. Wellness is a way that we can, that we're able to talk about preconception health messaging in a more holistic way where we're talking about the whole person and the whole being, and wanting them to be, well, regardless of whether they want to have children or not. For example, the next slide.

Slide 24



May is Mental Health Awareness Month. It's also a month to celebrate nurses. There's Women's Health Week, it's Minority Health Month. In June, we'll be celebrating Men's Health Month and there's a lot. So around all of these different topics you see on the screen that make up this whole person care. You'll note that, there's a lot of opportunities to talk about these different care topics. And there's a lot of campaigns that cover these topics that we're able to link to. So in the chat, what are some specific

campaigns that you engage in or that you find it very impactful? I mean, some of the charges that along with some interesting that border side, also is the bedside with campaign that does thinks birth control. World HIV Day. Yep. Love Is Louder, is one of my favorite used to be, I used to work with them and they do amazing work. National HIV Testing, Pride Month, STI Awareness Week, Social Workers Month, Nurses Week, The Truth Campaign I'll say with smoking, Block Maternal Health Week. Girl Track, if you haven't heard of it. Wear a Red For Women's Heart, Love is Respect. I'd say that one of the OGs is Breast Cancer Awareness. Yes, the month. And so some bigger thinking, I was hoping to get out of this session as well, is that while we do celebrate awareness days or awareness months, or awareness weeks, these campaigns have really great messaging that we can use on these different topics year round. And so their campaigns that are, we'll kind of dive into an example of a campaign that has a lot of different components. They have a week, they have a month, they have a lot of different tools to continue this conversation and to continue sharing resources across the year.

Slide 25

### Messages that resonate and reflect

- Check out: [Counter Stereotype](#)
- [Imaging Agency Self Assessment](#)
- Assess images on social media and on agency walls in waiting areas



25

- [Sarah] I think while Suzanne is pulling up the slides, I think we were, this kind of leads us to think about audience and diversity of messaging. And I know we talked about that, some in our group as well. So we wanted to just take a minute and kind of highlight a resource that is available. That hopefully, some of you have seen that is in terms of thinking about ways that you can use different images and doing it as self-assessment. Some examples that you might want to be thinking about in terms of the social media that you're posting are of course, are the images that you're using diverse and reflecting how people look in your community. It's also thinking about, if you were going to do an assessment of your actual clinic, what kind of posters do you have on the walls? And also, for thinking about what stories are you sharing? Are you sharing stories that are inadvertently promoting stereotypes or playing into stereotypes, or really busting up those stereotypes. And so, as you are looking at different campaigns and thinking about which toolkits you might want to partner with, that's something that's really important to be having on your equity lens as you're doing that work.

- [Suzanne] A great way to do that is also to just be sure that you're engaging with your community and that you're doing some co-creation. So that if you know your target audience, perhaps learning from them about the way to message things and the different type of imagery, they like to see you. Like I said, you can see some of this, straight from your analytics, but it's great to co-create.

- [Sarah] And Suzanne, if you want to click into slideshow, that would be awesome. I know we've had you going on off screen.

- [Suzanne] I'm going to stop here. With that, I'm going to stop sharing.

- [Sarah] So just to finish up this part of our conversation, we also wanted to talk about messages that resonate and being really considerate of different messages. And so, we talked about this one. And Suzanne, I'm going to turn it over to teach for the next slide, to talk about using a trauma-informed lens. Okay, yeah. Naima, you can go ahead and you can stop sharing the screen. No, I'm good. Okay, Naima, okay. Sorry, you all. It wouldn't be a workshop if we didn't have a little bit of screen sharing technical issues.

- [Suzanne] Well, so while we're- Before we close the loop on this specific campaign, the specific initiative, we talked about different things. I didn't get to that. 'Cause I was trying to, I was getting closer with my screen sharing at the same time where there's seven different things up. But our group did talk about things that we, some components of the social media toolkit that we had wished that we would be able to see. And some of that does tie into what we're talking about context of the whole being. We did talk about sometimes social media, social media toolkit, needing to be a little more concise and user friendly, so that you can see. And an example, being that, this one from Sexual Assault Resource Center, it's so large. And the good thing, and also maybe the bad thing is that, the more that you click around, the more that it seems to grow and you see a whole new section on something else, and then you see a whole plethora of more content. So making sure that it's user friendly, is really important. But also having some information about context of, especially around some of these different, these specific topic around social media. If it's done well, it can build trust and connection. If it's done poorly, it can be really problematic. And so an example, some of the checklists to consider before, when we're making these different messaging, does it consider the person in the context of their own wellbeing? Is it actionable for your target audience? Does it have like a contact us or a link to your local website? Have you authentically engaged with the community and establish this mutual respect? Is your post something your target audience would share with their friends?

Resource:

[Counter Stereotype Imaging Agency Self Assessment](https://rhntc.org/sites/default/files/resources/supplemental/fpntc_cntr_streotyp_img_slf_assess_2020-03.pdf)

([https://rhntc.org/sites/default/files/resources/supplemental/fpntc\\_cntr\\_streotyp\\_img\\_slf\\_assess\\_2020-03.pdf](https://rhntc.org/sites/default/files/resources/supplemental/fpntc_cntr_streotyp_img_slf_assess_2020-03.pdf))

## Slide 26

### Key considerations for client-centered messaging

- Does your message consider the person in context of their own well-being?
- Is your message actionable for your target audience?
- Have you authentically engaged with the community and established mutual respect?
- Is your post something your target audience would share with their friends?
- Is your message written in a way that your target audience speaks?
- Do your images reflect your target audience and the environment in which they live?



26

So really important is knowing, understanding their language, understanding there's such a thing as code switch, making sure that the language in your posts reflects the way that a young adult may talk to another adult. And that's the literacy is that they understand what's being post, especially sometimes in clinical terms. You can say the clinical term. And I think it's important to say the in clinical term, 'cause they might hear it in the office. But also defining it, in a way that they may understand. Is your message written in a way that your target audience speaks? And very important, do your images reflect your audience and the environment that they live in? That's something I feel like our team has been combating for years, is making sure that this looks like the people in our area. And that there isn't someone with a perfect manicure in a latte. I work a lot in maternal health where my house is never clean. It never looks clean. I never have a perfect manicure. I never, you know. I always have some foods, some milk stain or something. And so having this look like real people, real bodies, real skin, real skin texture, real hair, is really important.

## Slide 27

### Use a trauma-informed lens

From [Tips for Using a Trauma-Informed Lens to Develop or Select I&E Materials Job Aid](#):

- Be clear and easy to understand
- Use a friendly, respectful tone
- Avoid judgmental or stigmatizing language
- Incorporate inclusive language and images
- Approach the client as a partner in decision making and care
- Reflect input from the intended audience



27

- [Sarah] Going into this campaign, if you were to implement this in your agency, what steps did you take to ensure that this reaches your target population? And I think if folks don't want to speak specifically to that campaign, we'd love to just have a little space if you wanted to engage in chat as well. Just to think about some of the things that you've done in your practice that use a trauma-inform lens in your social media posts or the language that you use. So please chat if you have something to share, as we talk about some of these things to consider. And I think, as people are chatting in, we'll go ahead and get to

our resources and show you some of the great resources that we have. So as you're chatting in about your trauma-informed opportunities or experiences, we'll get ready to switch over to our resources. We did just list two different resources that are available on the RHNTC. One is this using an informed trauma lens material that can really help ensure that your language, your images, your materials are accurate in addressing trauma-informed. And the other one that we shared previously, was the one ensuring that we're using our client center lens. And so, it's almost a checklist that you can go through and work to make sure that your images, your language, your literacy levels, that everything is meeting the needs in context of your community and your population. None of our populations are exactly the same. Although, there's commonalities between our family planning patients. We know that if we're in North Carolina or California or Missouri or Montana, our populations are going to look different and we do need to contextualize our social media campaigns to them. So if it's okay, we'll go ahead and move on. We didn't get a whole lot of opportunity to talk about trauma-informed lens, not a whole lot of experiences. But Deanna talked about making sure the audience, know what the audience is for the sites themselves. That we're not using the best ones that we want to make sure we want to use the right ones to reach.

Resource:

[Tips for Using a Trauma-Informed Lens to Develop or Select I&E Materials Job Aid](https://rhntc.org/resources/tips-using-trauma-informed-lens-develop-or-select-ie-materials-job-aid)

(<https://rhntc.org/resources/tips-using-trauma-informed-lens-develop-or-select-ie-materials-job-aid>)

Slide 28

### Sexual Assault Awareness Month National Sexual Violence Resource Center

If you were implementing this campaign at your family planning agency, what steps would you take to ensure it reaches your target population?

- Where would you share this?
- What types of images would you use?
- How would you measure impact?
- When would you run this campaign?



28

Slide 29

## Resources and tools



Slide 30

### Resources and information

- RHNTC [Promoting Family Planning Services Social Media Toolkit](#)
- Consumer preconception health resources hub & campaign: [ShowYourLoveToday](#)
- Health professional preconception health resource & training center: [BeforeandBeyond.org](#)



30

- [Suzanne] Yeah, I thought, to build off that. I thought that was a great point. And being, you know, we recommend at the beginning about the importance of, maybe first trying out a social media channel. Facebook and Twitter are great ones to start with, but they are used very differently. It's different audiences on there and knowing how your audience is, using that social media channels and are engaging, is really important, as you're creating social media spread. You might come to find the putting more emphasis and more time into Instagram or Facebook, is better output for your audience.

- [Sarah] That's great. And to compliment that, you will be getting a copy of a PDF with all of these links and obviously the recording will be available after. But so here, we've got a couple of specific resources from RHNTC, the Promoting Family Planning Services Social Media Kit. This really does have some great information and it helps to outline some of that ways that you can start to really think about creating posts, gives you a very basic step-by-step, how to do it. The Show Your Love Campaign has a lot of preconception health resources that can be used in your own campaigns. And just like Jennifer said, please follow RHNTC on Twitter. And I do after, since I've started working with them. So it's always great to get their information and I get their newsletter, which is awesome. It comes out weekly. And then the [beforeandbeyond.org](http://beforeandbeyond.org), is another health professional preconception health resource and training center. There's a lot of examples on these particular websites that can be used when you're creating your own social media posts and protocols and policies as well. Next slide, please.

Resources:

- [Digital Channel Assessment Tool](https://rhntc.org/resources/tpp-program-digital-channel-assessment) (<https://rhntc.org/resources/tpp-program-digital-channel-assessment>)
- [Show Your Love Today](http://www.showyourlovetoday.com/) Consumer preconception health resources hub & campaign (<http://www.showyourlovetoday.com/>)
- [Before and Beyond](https://rhntc.org/resources/between-and-beyond-pregnancy-website) Health professional preconception health resource & training center (<https://rhntc.org/resources/between-and-beyond-pregnancy-website>)

## Slide 31

### Subscribe!

**Subscribe to the RHNTC Monthly eNewsletter**  
<http://rhntc.org/enewsletter>

**Preconception Health + Health Care Initiative newsletter**  
Subscribe at <https://go.unc.edu/pchhcSubscribe> or via this QR code

**CDC bi-weekly preconception and interconception health research listserv**  
Subscribe by emailing: [List@cdc.gov](mailto:List@cdc.gov) with subject line: **SUBSCRIBE CDCL-PRECONCEPTION-LITERATURE**



And then obviously, we want to encourage you to subscribe to the newsletter as we said. And then we also have our preconception health newsletter that you can use the QR code or the link. And then CDC has a great biweekly preconception health and interception health list serve. That can be really useful. You can take the information, you can put it into a blog, you can put it into a Twitter feed or a Facebook, depending again on your audience. So lots of information, and obviously, you could always contact RHNTC for support and technical assistance. And to try to help you kind of go to those next levels. You've got each other, which is wonderful. Reach out to your colleagues and use each other and peer education. People put some great information in the chat that I even, we didn't know. So talking to your peers is also another really great way to learn and to expand your knowledge.

Subscription resources:

- Subscribe to the [RHNTC Monthly eNewsletter](http://rhntc.org/enewsletter) (<http://rhntc.org/enewsletter>)
- Subscribe to the [Preconception Health + Health Care Initiative newsletter](https://go.unc.edu/pchhcSubscribe) (<https://go.unc.edu/pchhcSubscribe>)
- Subscribe to the CDC bi-weekly preconception and interconception health research listserv by emailing: [List@cdc.gov](mailto:List@cdc.gov) with subject line: SUBSCRIBE CDCL-PRECONCEPTION-LITERATURE

## Slide 32

### RHNTC resources

- [Digital Channel Assessment Tool](#)
- [Tips for Using a Trauma-Informed Lens to Develop or Select I&E Materials Job Aid](#)
- [Promoting Family Planning Services Social Media Toolkit](#)
- [Counter Stereotype Imaging Agency Self-Assessment](#)



32

### RHNTC resources:

- [Digital Channel Assessment Tool](https://rhntc.org/resources/tpp-program-digital-channel-assessment) (https://rhntc.org/resources/tpp-program-digital-channel-assessment)
- [Tips for Using a Trauma-Informed Lens to Develop or Select I&E Materials Job Aid](https://rhntc.org/resources/tips-using-trauma-informed-lens-develop-or-select-ie-materials-job-aid) (https://rhntc.org/resources/tips-using-trauma-informed-lens-develop-or-select-ie-materials-job-aid)
- [Promoting Family Planning Services Social Media Toolkit](https://rhntc.org/resources/promoting-family-planning-services-social-media-toolkit) (https://rhntc.org/resources/promoting-family-planning-services-social-media-toolkit)
- [Counter Stereotype Imaging Agency Self-Assessment](https://rhntc.org/sites/default/files/resources/supplemental/fpntc_cntr_streotyp_img_slf_assess_2020-03.pdf_assess_2020-03.pdf) (https://rhntc.org/sites/default/files/resources/supplemental/fpntc\_cntr\_streotyp\_img\_slf\_assess\_2020-03.pdf\_assess\_2020-03.pdf)

## Slide 33

### Importance of \*talking\*

- The digital world can inform, educate, and engage
- **BUT** patients want direct communication with providers about their health during a visit
- Meaningful conversation, listening, and *then* following up with calls/texts/emails about their care



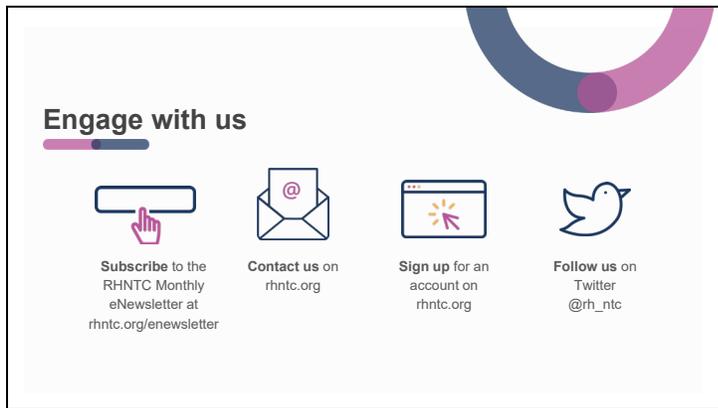
<https://opa.hhs.gov/sites/default/files/2020-09/title-x-fpar-2019-national-summary.pdf>

33

### Resource:

[Title X Family Planning Annual Report 2019 National Summary](https://opa.hhs.gov/sites/default/files/2020-09/title-x-fpar-2019-national-summary.pdf)  
(https://opa.hhs.gov/sites/default/files/2020-09/title-x-fpar-2019-national-summary.pdf)

Slide 34



Engage with us

Subscribe to the RHNTC Monthly eNewsletter at [rhntc.org/enewsletter](http://rhntc.org/enewsletter)

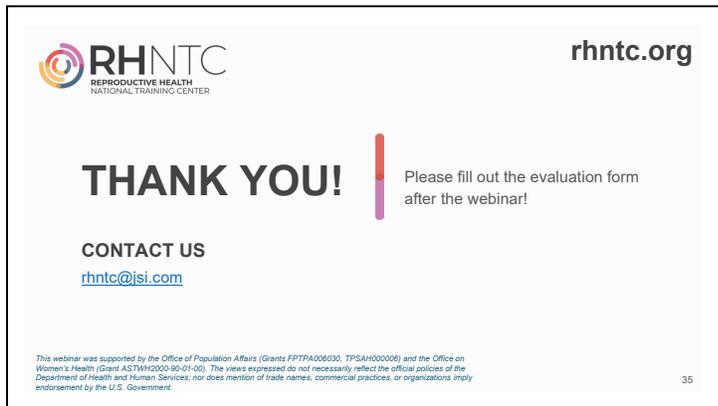
Contact us on [rhntc.org](http://rhntc.org)

Sign up for an account on [rhntc.org](http://rhntc.org)

Follow us on Twitter [@rh\\_ntc](https://twitter.com/rh_ntc)

**Subscribe** to the RHNTC Monthly eNewsletter at [rhntc.org/enewsletter](http://rhntc.org/enewsletter). **Contact us** on [rhntc.org](http://rhntc.org). **Sign up** for an account on [rhntc.org](http://rhntc.org). **Follow us** on Twitter [@rh\\_ntc](https://twitter.com/rh_ntc)

Slide 35



 **RHNTC**  
REPRODUCTIVE HEALTH  
NATIONAL TRAINING CENTER

[rhntc.org](http://rhntc.org)

**THANK YOU!**

Please fill out the evaluation form after the webinar!

**CONTACT US**  
[rhntc@jsi.com](mailto:rhntc@jsi.com)

This webinar was supported by the Office of Population Affairs (Grants FPTPA006030, TPSA1000006) and the Office on Women's Health (Grant ASTW12000-90-01-00). The views expressed do not necessarily reflect the official policies of the Department of Health and Human Services, nor does mention of trade names, commercial practices, or organizations imply endorsement by the U.S. Government.

35

Contact us at [rhntc@jsi.com](mailto:rhntc@jsi.com)