

Bridging The Gaps : Eliminating the Disparities in Teen Pregnancy and Sexual Health June 4 – 6 2014

Implementing Social Media to Engage Program Participants, School
Officials, and Community Collaborators Addressing Teen Sexuality

PRESENTED BY:

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ROYAL WALLACE, Social Media Manager

ROBERT THURMOND, Educator

DR. JEFFREY GUIDRY, Evaluator



Implementing Social Media to Engage Program Participants, School Officials, and Community Collaborators Addressing Teen Sexuality

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OBJECTIVES

By the end of the presentation, you will be able to

- * Identify the social networking sites and its purpose
- * Identify which social networking site is best to use for your target audience
- * Understand how to develop, implement and evaluate an effective marketing strategy and social media campaign



PRESENTERS

- * ROBERT THURMOND, Educator
- * DARCY PADGETT, Executive Director
- * ROYAL WALLACE, Social Media Manager
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REQUIREMENTS

To best meet the objectives of the workshop:

- * You can use your mobile device to participate in Social Media activities.
- * You must be ready to have fun.
- * Participants will have opportunities to win prizes. 😊



Who Are You?!?

Please text your name and role
within your Agency



Am I addicted to Social Media?



What's the first thing you do when you wake up?

- Reach for your phone next to your bed to check Facebook and Twitter (3)
- Stumble into the shower (1)
- Hit snooze and go back to sleep (2)



How often do you take a picture of your meal and share it on social media?

- Only whenever you eat something that looks particularly amazing (2)
- Never – it's so annoying when people do that (1)
- Almost everything you eat gets snapped and shared on social media (3)



When a work colleague asks how your weekend was, what's your reaction?

- Reply that it was nice but don't go into any detail (1)
- You decide to unfollow them on Instagram, because what's the point if they're not looking (3)
- You pull out your phone and show them your Instagram pics (2)



How often do you 'check-in' on social media?

- Only on a Friday or Saturday night when you're heading to a club (2)
- Never. You're not even sure how to do it! (1)
- Several times a day (3)



Someone famous dies, so you...?

- Go back to doing whatever it was you were doing before you found out (1)
- Put the news as your status alongside the hashtag #RIP (3)
- Rush to Wiki their career and find an obscure fact about them to post online (2)



How often do you tweet when watching TV?

- Only when watching America Idol/Scandal. Or when something good is on. (3)
- Never – you're too busy watching the show! (1)
- Sometimes but only if you can be bothered and have something funny to say (2)



Has anyone ever complained that you spend more time on your phone than you do talking to them?

- No, they're worst than you for social media (1)
- Yes, that's what you last argued about with your mom (3)
- Once or twice, but you usually just laugh it off (2)



How often do you take selfies?

- Occasionally you might take one but not every day (2)
- All the time – it's a good way of checking how you look (3)
- What's a 'selfie'? (1)



Do you know how many friends/followers you have on social media?

- Yes, of course (3)
- No, you have no idea actually (1)
- You could probably give a good estimate (2)



When you hear something funny do you...?

- Try to memorize it to post online later (2)
- Laugh (1)
- Immediately post it to Twitter/Facebook (3)



RESULTS

- **If you scored 26-36, you are addicted to Social Media**
- **If you scored 15-25, you have a balanced attitude towards Social Media**
- **If you scored 14 or below, you are a Social Media Phobic**



GAMETIME

Social Media Logo Symbol Quiz



Social Media Logo/ Symbol Quiz

@darcypadgett



Subscribe to my Channel



Like this



Tweet! Tweet



You have been tagged



View me



#beebusy

Read me

Share this post



Check in here





BEE BUSY, INC.

Serving the Houston Community for More than a Decade









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Bee Busy Inc.

Social Marketing / Media Department



Bee Busy Website (Home Base)

<http://www.beebusy.org>



Bee Busy, Inc.

- Current activities going on
- Governing Site for organization
- All social network sites, newsletter, blog to be linked back to website
- All activities, events, etc. to be highlighted
- Photos/ videos to be highlighted in website gallery
- Updated Daily as needed

Foursquare (Customer Appreciation)



- Clients can check in and earn points towards free items
- Customer ratings, and comments, about their experience at Bee Busy

Facebook Page (Mother Board)

- **All sites, blogs, newsletter to be linked to facebook page**
- **Event postings**
- **Customer online surveys**
- **Customer ratings, comments, and videos about their experience**
- **Online groups to be established**



Twitter (Call to Action Board)



- Provide value to your followers
- Follow people in your community
 - Partners/supporters/people talking about your issue or organization
- Reach out to followers
- Retweet useful information from others
- Start a movement by calling followers/ supporters to action

YouTube (Video Gallery)

- * **Videos from events**
- * **PSA, commercials**
- * **Online tutorials**
- * **Client videos about organization**
- * **Educational videos**



Instagram (Picture Gallery)

- Photos from events
- Flyers promoting events, fundraisers, activities, etc.
- Testing flyers
- Photos from daily activities in the office, and out in the fields



Pinterest (Awareness Board)



- **Postings/ images from campaigns**
- **Fundraisers**
- **Contest**
- **Postings from other organizations/ collaborations**

Blogger (The HoneyComb)



- Organizations Story
- Educational
- Call to Action
- News
- Interview
- Personal story
- Event planning/ recap

Developing a Social Media Plan

- * Create a Social Media team
- * Define your goals and objectives
- * Determine who is your target audience
- * Research and identify what social networking sites are best to use for that target population
- * Develop a message that is clear and concise, not complicated
- * Develop the best method or strategy to promote your message and reach your target audience
- * Based upon your goals and objectives, determine how to best evaluate your



Bee Busy Inc.

Social Marketing / Media Department



www.beebusy.org



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Effective Evaluation of Social Media

- * Identify your goals and objectives
- * Develop a simple evaluation plan
 - * Run reports from your social media sites – Google Analytics, etc.
 - * Track where your clients are coming from “How did they hear about you”
 - * Poll individuals from your social media sites to find out how your message is being received



THINGS TO REMEMBER

- * Develop a social media team
- * Know the different social media sites
- * Set up accounts with the different social media sites
- * Keep your message simple
- * Keep your target audience engaged
- * Evaluate your activities
- * Try, Try again!!!!



Open Discussion 10 minutes

Q & A



CONTACT US ANYTIME

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Pinterest: <http://www.pinterest.com/beebusyinc/pins/>

Youtube: <http://www.youtube.com/user/beebusyinc>



REFERENCES and RESOURCES

1. Social Media Guidelines and Best Practices - CDC

<http://www.cdc.gov/socialmedia/tools/guidelines/socialmediatoolkit.html>

2. Social Media – Teen Pregnancy - CDC

<http://www.cdc.gov/TeenPregnancy/SocialMedia/>

3. Facebook best practices –

CDC www.cdc.gov/socialmedia/tools/guidelines/pdf/facebookguidelines.pdf

4. Twitter Best Practices – CDC

<http://www.twitter.com/AIDSgov>

5. Online Video Sharing – <http://www.youtube.com>

6. Podcasting best practices

www.usa.gov/Webcontent/technology/podcasting.shtml

7. Google Analytics - www.google.com/analytics

