

Using Facebook® Lessons from the Field

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Why use Social Media?

- Typical daily use: 7.5 hours
- Typical daily exposure: 10.5 hours
- Nearly all youth (93%) have at least one computer in their home.
- Two-thirds of youth own their own cell phone.
- Mobile platforms (cell phones, iPads) are accelerating the explosion of media use.

Media use by 8-18 year olds

Generation M2: Media in the Lives of 8-18 year-olds: Kaiser Family Foundation, January 2010.

- **Seventy-three percent of online American teens ages 12-17 use social networking.**



Social Networking

The Pew Internet and American Life Project, 2010.

- **Purpose**
- **Type of information to be shared**
- **Target audience**
- **Process for approving posts
(responsible parties)**
- **Timing of posts**

Developing a Facebook® Policy

- **Boundaries - Linking to personal staff profiles**
- **Moderating Site**
- **Medical Accuracy**
- **Evaluation Concerns**
- **Confidentiality**

Developing a Facebook® Policy

- Reinforce health messaging where teens hang out (They don't read billboards!)
- Influence teen decision making
- Generate enthusiasm (a "buzz")
- Create a bridge between class sessions
- Contextualize by using the tools of this generation
- Increase "cool" factor for teens

UT Teen Health Facebook® Goals

- **Sixteen lesson curriculum**
- **Facebook® component to coincide with lessons**
- **Pre-approved posts designed to review, reinforce, enrich or answer FAQ**
- **Posts to be distributed at a minimum rate of four per lesson**
- **Media workgroup to provide input on Facebook® usage**
- **Facebook® policy to provide guidance**
- **Evaluation provided through Facebook® metrics and survey questions**

UT Teen Health Program Model

- **Students couldn't find page**
- **Teens used mobile devices instead of desktop (technical difficulties)**
- **Hard to get "liked"**
- **Students were not allowed to post, only read and "like" which limited interaction**
- **Limited visibility**

Lessons from Pilot Testing

- **QR Code**



**Lessons from Pilot Testing
Technical Difficulties**

- **U=Affinity Score** – strength of connection between user and other
- **W=Weight** – some posts carry a higher weight (media over text)
- **d=decay** – how new is the post (timing)

- **EdgeRank**

- $\Sigma = U_e W_e d_e$

**Lessons from Pilot Testing
EdgeRank**

← → ↻ 🏠 <https://www.facebook.com/N2KUTTEENHEALTH?ref=ts>

facebook  Search for people, places and things  Ami Home  

You are posting, commenting, and liking as N2K UT Teen Health — Change to Ami Chouravong Teodosio

N2K N2K UT Teen Health Timeline Now Admin Panel Ads Manager

N2K Write a comment...
45 people saw this post

N2K N2K UT Teen Health February 25
Do you think a sext is safe in your crush's hands?



N2K N2K UT Teen Health shared a link. February 26
How do you stop annoying text stalkers?
<http://www.thatsnotcool.com/>



That's Not Cool
www.thatsnotcool.com

Your cell phone, IM, and social networks are all a digital extension of who you are. When someone you're with pressures you or disrespects you in those places, that's not cool.

Like · Comment · Share

 Tatelyn Westbrook likes this.

N2K Write a comment...
11 people saw this post

N2K N2K UT Teen Health shared a link. February 21
Ever wonder why people stay in abusive relationships? Click the link to learn more the cycle of abuse.



Why Do People Stay in Abusive Relationships?



Visibility and EdgeRank

facebook Search for people, places and things Ami Home

You are posting, commenting, and liking as N2K UT Teen Health — Change to Ami Chouravong Teodosio

N2K N2K UT Teen Health Timeline Founded Admin Panel Ads Manager

Wagner TAB meeting (9 photos)

26 people saw this post

N2K N2K UT Teen Health December 6, 2012

Will I gain weight on Birth Control?
Find answers to this and other frequently asked questions at:
http://www.utteenhealth.org/ask_expert.asp

Ask an Expert: frequently asked questions from teens

Signs that indicate when I definitely need to go to a clinic? ▶

I don't have an emergency, but I was wondering, when should I go to a clinic to see a gynecologist? ▶

Will I gain weight on Birth Control? ▶

Weight gain is a possible side effect of using a hormonal birth control method. Unlike all the ring, the patch, implant, or injection. Although some women experience weight gain, some women may not. Your health-care provider can help you choose the method that best suits you. If you experience weight gain with one form, you may not with another form.

Vaginal Discharge: is it normal or should I see a doctor? ▶

I'm sexually active, should I get tested? ▶

Visibility and EdgeRank

- **Stage contests, giveaways**
- **Use more media, photos, links**
- **Post photos of Teen Advisory Board members**
- **Have teens re-share posts**
- **Continue to build EdgeRank**
- **Link to other campus and community organizations**
- **Allow students to comment**

“Like” me...please!

- **Socializing with friends**
- **Sharing pictures**
- **Catching up**
- **When they don't have a phone number**
- **Relaying information, meeting times, special events**

- **Mostly likely times are right after school and late evening**

Focus Groups

Why do teens use Facebook®?

“On the Internet you better watch out what you say because there is no taking it back.”

“If there was a button where you could click ‘anonymous’ so no one else knows what you’re asking ‘cause it might be personal, but you might really want to know.”

“I know people in my future, if I’m gonna try to, like, go to jobs, they’re gonna check my Facebook® so I’m careful with it.”

“The smallest thing could get, like, your whole scholarship taken away.”

What do teens say?

"If it's a funny message, I will 'like' it."

"Design is what catches people's attention, 'cause it catches my attention."

"It would be very, very, very colorful."

"I like bright things..."

"Something that's exciting."

"I like the ones with the pictures on it."

"If it's a funny video."

"And if I don't think its interesting, I'll just keep on scrolling."

What do teens say?

“If it has to do with how our generation’s doing compared with other generations. Like comparing. I like to read those posts.”

“If its thought provoking, or in need of my assistance or anything.”

“I’d feel awkward sharing it, kind of. But if it’s talking about an STD; I have all my family...”

What do teens say?

- **Social Space versus Educational Space**
- **Adult “invasion” of space**
- **Next new thing – Twitter®, Pinterest®, Instagram®**
- **Texting**
- **School environments**
- **Legal issues**
- **Monitoring versus spontaneity**

Facebook® Challenges

Phone: 210-567-7036

Email: utteenhealth@uthscsa.edu

Website: <http://www.utteenhealth.org>

Facebook: N2K UT Teen Health

Connect with Us



Gimmee a Boost!

Reinforcing Sexual Health Messages through Social Media

Presented by

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PRINCETON CENTER FOR LEADERSHIP
TRAINING



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Learning Objectives

As a result of this presentation, participants will:

- ▶ Explore the ways social media can effectively engage participants in learning and skill development beyond specific intervention sessions.
- ▶ Learn about the process by which booster messaging was developed and implemented to reinforce sexual health messages students received while participating in a school-based peer-led sexual health program (Teen PEP) the previous year.
- ▶ Identify the ways in which the lessons learned from the implementation of Teen PEP Booster Messaging can help to inform the work of their own pregnancy prevention programs.

What is Social Media?

- ▶ Enables users to create virtual communities in which the members create, share, and exchange information and ideas
- ▶ Allows users to interact with media as opposed to being passive recipients
- ▶ Includes: internet forums, blogs, photo-sharing, virtual games, podcasts, social networks, etc.

Teens & Social Media

- ▶ Teens are avid users of social media
 - 90% of 13-17 year olds use some form
 - 75% of teens have a social networking profile
 - One in 4 consider themselves a “heavy” social media user
- ▶ About 68% of teens regularly text, 51% visit Facebook and about 11% send or receive tweets **every day**

Teens & Social Media

- ▶ Teens are more likely to report that social media has a positive impact on their lives
- ▶ 52% report that social media has helped their relationships with friends
- ▶ 57% say that social media helped connect them with new people who share common interests

Using Social Media to Educate

Social media...

- ▶ represents an “always on” environment in which to provide teens with information and skill-building opportunities
- ▶ engages teens in their own learning
- ▶ has changed the way students learn
- ▶ reaches students of a variety of learning styles

Social Media & Health Programs

- ▶ Medical doctors are using social media to connect with and educate patients
 - Use of hyperlinks, QR codes, text, etc.
- ▶ Websites to have questions answered anonymously
- ▶ Text messaging used to share tips and safety messages

Teen Prevention Education Program

- ▶ School-based comprehensive sexual health program
- ▶ Two adult program advisors train 11th and 12th grade students to become peer educators through a daily course for credit
- ▶ Peer educators deliver 90-minute interactive workshops to 9th graders on the following topics:
 - Postponing Sexual Involvement
 - Pregnancy Prevention
 - STI Prevention
 - HIV/AIDS Prevention
 - Influence of Alcohol and Other Drugs on Sexual Decision-making
- ▶ Also includes a school-wide campaign and Family Night Event

Why Booster Messaging?

- ▶ Research supports the effectiveness of booster sessions in reinforcing key messages
- ▶ Students participating in Teen PEP develop a relatively deep and meaningful connection to the program
 - It capitalizes on teen culture and engages students in unique ways
 - Teen PEP is a highly visible program in most schools
- ▶ Desire to extend learning and provide reminders at critical junctures in adolescent sexual development
 - As age increases, so does the percentage of students who become sexually active

Booster Message Development

- ▶ Identified key messages from each of the peer led workshops, including Family Night
- ▶ Created posters that would capture students' attention and serve as the "gateway" to social media
- ▶ Facebook and Twitter pages included:
 - Tips/Reminders
 - Questions for discussion
 - Polls
 - Calls to action
 - Video clips
 - Contest

Booster Message Development

- ▶ Mapped out a 6-week booster messaging campaign with various themes targeting 9th graders who participated in peer-led workshops
 - **Weeks 1-2:** Spread the word and sign up “join the conversation”
 - posts included tips, facts and statistics, discussion questions
 - **Week 3:** Introduced the contest
 - **Week 4:** Reinforce messages, contest reminder
 - **Week 5:** Call to action – Parent/Teen Communication
 - **Week 6:** Reinforce messages, tips, discussion questions, announce contest winner



Get the facts. Talk with other teens.

**Join the
conversation
today.**

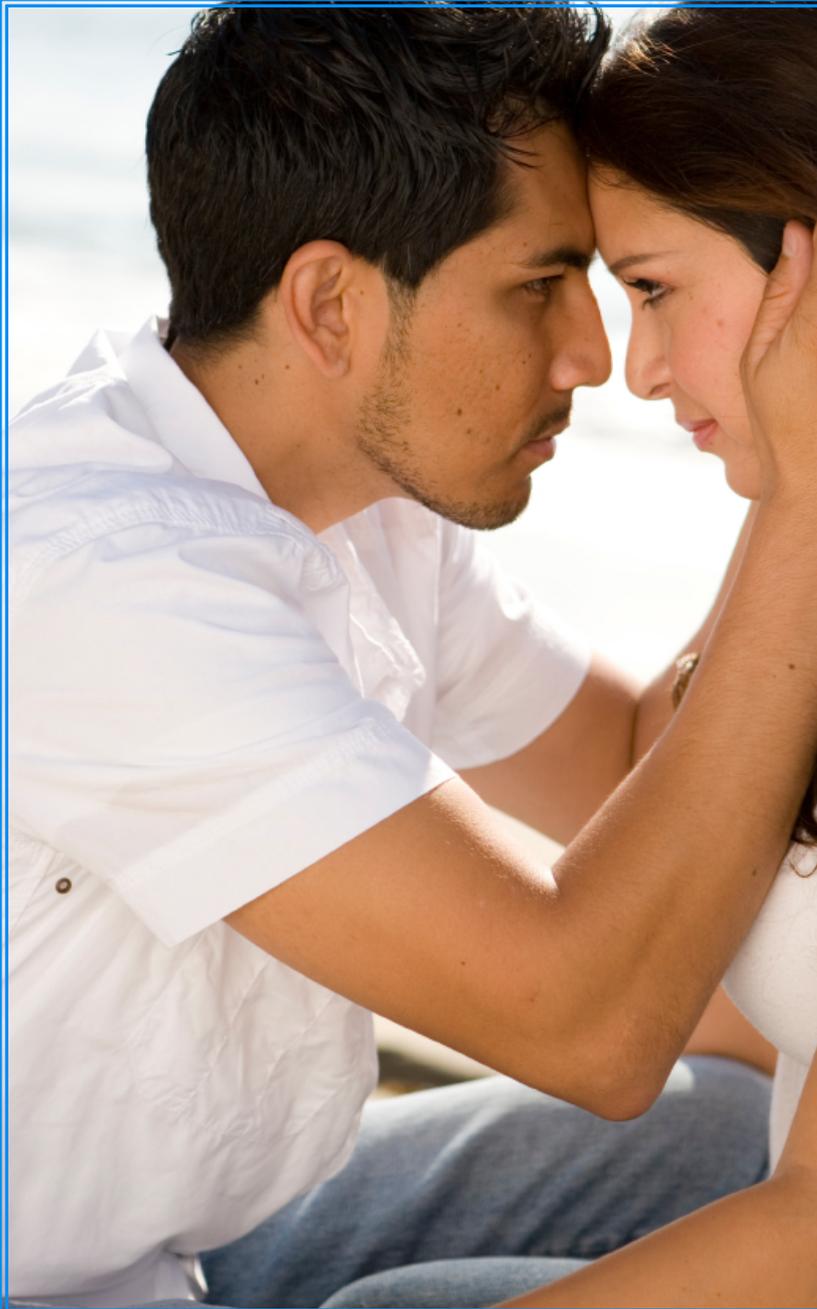


[Facebook.com/TeenPEP](https://www.facebook.com/TeenPEP)



[Twitter.com/TeenPEP](https://twitter.com/TeenPEP)





HIV & STIS.

It only takes **1 time.**

Make sure you are protected. *Every time.*



[Facebook.com/TeenPEP](https://www.facebook.com/TeenPEP)



[Twitter.com/TeenPEP](https://twitter.com/TeenPEP)

Learn more to keep yourself protected.
Join the conversation today.



**If you can't talk about sex,
maybe you're just not ready.**



 
[Facebook.com/TeenPEP](https://www.facebook.com/TeenPEP)

 
[Twitter.com/TeenPEP](https://www.twitter.com/TeenPEP)

Get the facts. Talk with other teens.
Join the conversation today.



**More than
2,000 teen girls get
pregnant every day
in the U.S.**



How are you going to avoid being a statistic?

One of these four
teens has an STI.
Can you tell who?
Neither can we.

**Most STIs have
no symptoms...
but they can still be
transmitted to
others.**

Don't become a statistic.
Use a condom every
time you have sex.



Facebook and Twitter: ***linked to a post that says “find out where to get tested” and has a clinic locator *<http://bedsider.org/clinics>*)

Post No. 1 (Facebook Poll):

If a condom is used correctly and consistently each time, how effective is it in preventing pregnancy, HIV/AIDS, and STIs?

Not at all

A little

Very

Post No. 2:

Poll Answer: If a condom is used correctly and consistently each time, it is **very** effective in preventing pregnancy, HIV/AIDS, and STIs. See what these teen moms wished they could have done with their senior year if they hadn't gotten pregnant. <http://ow.ly/dCJRv>

FACT



Your parents want to hear from you.

Talking about sex with your parents may seem awkward...but it's probably one of the most important conversations you can have.

Give it a try, and tell us about it.

#300conversationsbyfri



Upload and win.

You've heard us say it:

"Abstinence is the only 100% effective way to prevent pregnancy. If you are sexually active, use a hormonal birth control method (pills, patch, ring, shot) AND a condom every time."

Now we want to know how you say it.

Create a visual. Upload it to Facebook

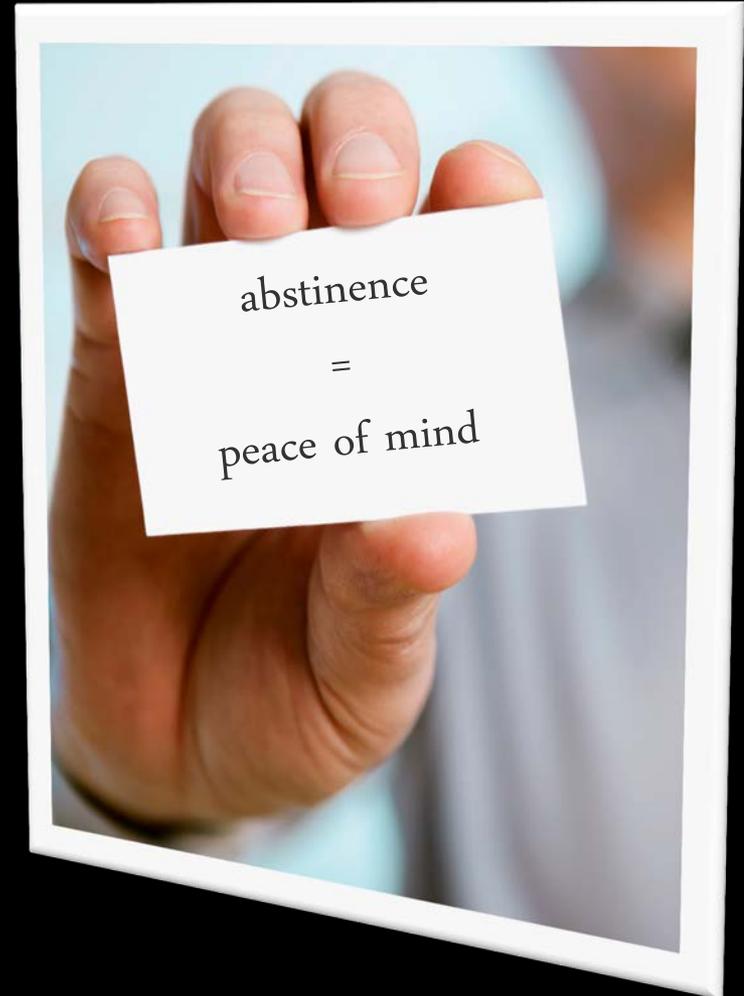
or Twitter and enter for a chance



Facebook.com/TeenPEP



Twitter.com/TeenPEP



Join the conversation today.



Piloting the Booster Messages

- ▶ Facebook and Twitter pages were developed and managed by Teen PEP staff; messages posted on a schedule via HootSuite
- ▶ 2 schools in the 1st year of implementing Teen PEP
- ▶ Distributed approximately 150 contact cards to participating 9th graders and peer educators during the last workshop (June)
 - Name, phone, email
- ▶ Emailed students the following school year (October) encouraging them to “like” the Facebook page and to “follow” us on Twitter

Observations from the Pilot

- ▶ Very few students signed up; contributing factors include:
 - Engaged them late in the year
 - Used email addresses as contact point
 - Didn't use peer educators as recruiters and champions for the pages
 - Piloting in schools that were in the first year of implementation
- ▶ Those that did sign up did not interact (i.e. posting, commenting, sharing) with the messages

Lessons Learned

- ▶ Difficult to engage students in this way!
- ▶ Conducted focus group with students:
 - Instagram and Twitter are the most commonly used platforms among teens; email is used least frequently
 - Recommendation to have 7-10 tweets/posts per day
 - Memes and quotes are most appealing media
- ▶ Successful social media efforts
 - Are generated by its users in a reactive way
 - We “inserted” ourselves in a somewhat artificial way
 - Require a more comprehensive strategy and staff with specific expertise

Lessons Learned to Next Steps

- ▶ Inform and engage students in social media earlier
- ▶ Streamline the booster messaging with the media used as part of the school-wide campaign
- ▶ Use peer educators to get students to “like” and “follow”
- ▶ Make better and more active use of text messaging
- ▶ Identify the ways Instagram can be leveraged for booster messaging
- ▶ Create more messages to increase our presence
 - Consider having a staff person dedicated to social media

Successes

- ▶ Developed innovative resources that reinforces key program messages
- ▶ School buy-in and support
- ▶ Many posters remain in tact
- ▶ Nearly 700 “likes” on Facebook to date

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