

Student Advisory Boards Social Media Toolkit

Goal:

The goal of this Social Media Toolkit is to organize and use the power of social media platforms to educate students and their peers about public health, health awareness campaigns and to promote Wellness Center services. Through coordinated communication and shared messaging, together we can connect each resource to a broader monthly topic or theme, such as S.T.D.s, H.P.V., H.E.A.L., Substance Use prevention or Mental Health.

Platforms youth currently use include Instagram, Facebook, TikTok, SnapChat and Twitter. Although the population of each campus may be different and may follow different trends, the purpose of this toolkit is to provide guidance for adult allies to work with their youth and organize a health awareness campaign, yet still allow for youth to be creative and innovative with their messaging so that it's relevant and adaptable.

This Toolkit will include:

1. **Best practices for Adult Allies** - managing & supporting content with students
2. **Tips and Tricks** – timing posts, #hashtags and @tagging
3. **Timelines and templates for messaging** – trusted sites and awareness days
4. **Increasing the number of followers** - drive growth and foster relationships
5. **Links to Resources** - free help to create and organize posts

1. Best practices for Adult Allies

Managing and supporting content

A simple way to manage each post is by asking yourself:

- Is the post necessary? (is it meeting a need, is it good timing, is there a saturation of posts)
- Is it medically accurate/science supported (check for a resource)
- If it's an announcement, is it SMART?
- Is it in a format that youth can digest (reading level, pictures/diagrams & relevant)

In addition, if it's a repost:

- Is the original organization/individual legitimate? Can we @tag them?

- Is there a version tied to a partner website better suited to post (link back to the original source)?

Anytime there is a discrepancy or concern, air on the side of caution. You can ask the poster to edit or find a more suitable post. Providing examples would encourage the poster to recognize a better alternative.

Recognizing exceptional posts will also encourage posters to follow the best practices.

2. Tips and Tricks

Timing

- Tweet no more frequently than once per hour. Tweet ~15+ times per day if you have enough quality content; tweets often stop being shown to people after an hour, so posting throughout the day is smart.
- Post on Facebook and Instagram ~ once per day.
- Post Facebook story updates at least once per day.
- Scheduling posts: use a free post scheduler tool like [Buffer](#) and [Hootsuite](#) to schedule posts and analyze performance.
- The highest user engagement on Facebook and Instagram is between 9 am and 3 pm on weekdays. Twitter has similar weekday usage, but has more engagement during the evenings and weekends than Facebook. Instagram's best hour is 12 noon every day, and Thursdays is the best day to post.

Posts ("Copy")

- Use emojis because they increase clicks, likes, retweets, and shares. Refer to [Emojipedia](#) to confirm that the emoji has the meaning you think it does prior to including it in a post, caption, or comment.
- "Share" content from partners and other SABs.
- Link related and partner organizations by using their handles or tagging the photo.

#Hashtags

A #hashtag is a word or phrase (with no spaces) preceded by a hash mark (#), used within a message to identify a keyword or topic of interest and facilitate a search for it. Whenever a user adds a #hashtag to their post, it is indexed by the social network and becomes searchable/discoverable by other users. Successful social media campaigns are characterized by how often a #hashtag is used. When a #hashtag is used widely and shared across social networks it is considered to be "trending."

The following should be widely used hashtags:

- #LATrust
 - #LAUSDStudentHealth
 - HPV - #NotUsLAUSD #NotUsNotNowNotEver #HPVVaccine
 - CalFresh - #ChooseCalFresh #MotivationMonday
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- it's not good practice to use more than two hashtags per tweet or Facebook post unless you are posting in response to a campaign or awareness month with multiple, competing, official hashtags. E.g., #LATrust and #LAUSDStudentHealth are both official hashtags of The LA Trust, so we can include more than 2 hashtags per post.
 - Although hashtags don't lead to as much engagement on Facebook as they tend to on Instagram and Twitter, hashtags are wise to use on Facebook because they provide an added incentive to engage with your post, as clicking on a hashtag leads to related content. Plus, you can use topical hashtags to tie your post to a current event or trending topic such as #HPVVaccine for the HPV health campaign.
 - Using the # tag generally indicates that you want to participate in a larger, ongoing conversation - for example, a conference (#SpringY2Y2020) or a popular subject (#LAUSDStudentHealth)
 - Research each hashtag using hashtagify.me and by searching it on the platform(s) you intend it for.
 - For Twitter, put your 1-2 hashtags of choice in the message, if possible. For Facebook and Instagram, put your hashtags after the message, as it looks more stylish on these platforms.
 - For maximum engagement, Facebook posts should be 40-80 characters, tweets should be 71-100 characters, Instagram captions should be 138-150 characters.
 - Use bit.ly to shorten and customize URLs and track link analytics. Note on Twitter, URLs will use 23 characters regardless of length of link.

@Tagging

Tags allow social media users to engage an individual, organization, business or any group with a social media profile when they mention them or "tag" them in a post or comment. In Facebook and Instagram, tagging notifies the recipient and hyperlinks to the tagged profile.

Using the @tag signifies to someone that you're talking about them, giving them a head's up about something, and/or would like them to respond.

You can also follow and tag trusted sites below and repost their posts as information from trusted sources.

Follow and @tag these sites:

@TheLATrust

@LosAngelesSchools

@yourschoolpage

Etc.

Images

- To increase engagement, use a graphic with every post if possible. You can retweet or share a post that has a graphic or use your own graphic.
- Only use images that are free to use or that your organization has licenses to. You can find images via [Google](#) that are labeled for reuse with modification or noncommercial reuse with modification. You can also find free images on [CDC Public Health Image Library](#), [Unsplash](#), [SNAP-Ed](#) photo gallery, [WIC](#) image gallery, [Free Image Gallery](#) and [Pixabay](#). 5% of retweets had photo URL and 28% had video URL.

Ideal image dimensions:

- Twitter: 1200 pixels x 675 pixels
- Facebook: 1,200 pixels x 630 pixels
- Facebook story post: 1,080 x 1,920 pixels
- Instagram: 1080 x 1080 pixels
- Instagram story update: 1,080 pixels x 1,920 pixels

3. Timelines and templates for messaging

Engagement

Use trusted information sources like

- [CDC](#)
- [California Youth Risk Behavior Survey \(YRBS\)](#)
- [LA County - Department of Public Health](#)
- [Essential Access Health](#)
- [Planned Parenthood LA](#)
- [Beyond the Bell - Vaping Abatement for Yout](#)
- [Hilton Foundation - Substance Use Prevention](#)
- [Cal Fresh - Nutrition Education](#)
- [Fuck Cancer - HPV](#)
- [California School-Based Health Alliance \(CSHA\)](#)

- Instagram has the most engagement tools that could be added to a post or story. For example, you can ask a question, do a poll, have your audience ask you questions and can easily create a visually appealing post with all their “gif” options.
- Repost information from trusted sites. Remind students that information on the internet is not regulated, and it is up to us to work as a filter to ensure what we share on our Social Media pages is science based and medically accurate (activity to practice this skill)
- Liking, retweeting, and sharing posts from trusted sites is a great way to increase engagement.
- Reply to users who comment on your posts, by answering questions or referring to additional resources.
- PLEASE BE SURE you are not giving medical advice. We want to use every opportunity to refer back to the professionals at Wellness Centesr and other local health partners.
- Regarding negative comments – don't delete the comment, as it can escalate the issue since the commenter will know the comment has been deleted. An exception to this is if the comment uses profane, illicit, and/or offensive language. In that case, the post should be deleted, and the user blocked and reported to the platform. It's best to not get defensive, and to have a plan for difficult cases that can't be addressed via social media, such as providing contact information to take the conversation offline. (The Financial Brand)
- Unless you're getting an unmanageable number of comments, reply to all comments that are related to the content (i.e. not spam). It's a good idea to link to a site for more information. If there are certain topics you expect to get comments on, prepare possible responses so when the comments come in, you're ready.
- Here's a [best practice article](#) with examples of good responses to posts with mistakes which include corrections that are supported
- Write questions in your posts to increase engagement.
- Include a call-to-action! Depending on your audience, provide links to learn more or sign up at the program website.

Relevant Days and Months for Health Campaign Messaging

January 21-25, 2020 – [Healthy Weight Week](#)

Month of February – [Children's Dental Health Month](#)

Month of February - [National Cancer Awareness](#) Month

Month of March – [National Nutrition Month](#)

March 4 - [HPV Awareness Day](#)

March 18 - [Take Down Tobacco](#) - National Day of Action (Previously Kick Butts Day)

March 22, 2020 – [National Water Day](#)

Month of April – [Move More Month](#)

April 12-18 - [STD Awareness Week](#)

April 10 - [NYHAAD](#) (National Youth HIV/AIDS Awareness Day)

Month of May – [CalFresh](#) Awareness Month

Month of May - [National Teen Pregnancy Prevention Month](#)

May 8, 2020 – [Rethink Your Drink Day](#)
May 10-16 - [National\(Substance Use\) Prevention Week](#)
May 31 - [World No Tobacco Day](#)
Month of June – [National Fresh Fruit & Vegetable Month](#)
Month of September – [National Childhood Obesity Awareness Month](#)
Month of September – [Fruit and Veggies – More Matters Month](#)
October 14 – 18, 2019 – National School Lunch Week
October 16, 2019 – World Food Day
Month of November – American Diabetes Month
November 19 - [Great American Smoke-out](#)
December 1st - [World AIDS Day](#)

4. Increasing your Followers

Tips

1. Post regularly and consistently - but keep in mind quality over quantity
2. Research other accounts and recreate popular posts/memes
3. Ask questions and speak to your peers - make it interesting
4. Respond to your followers questions and needs
5. Follow other SABs & organizations and share their content
6. Tag people and have them tag your Social Media account
7. Promote your Social Media anywhere possible (posters, websites, tabling)
8. Remind your school & peers about your Social Media accounts regularly (PA announcements, posters)
9. Post data, current local news, and popular health trends (recipes, exercises)
10. Have a contest on your Social media accounts and have contestants follow you
11. Use these active words to promote sharing: Tell Us, Comment, Post, Take, Submit, Inspire, Where, When

5. Links to Resources

Social Media Guides

- [CDC Social Media Guide](#)
- [Social Media Guide: #ChooseCalFresh Campaign](#)
- [University of Michigan Social Media Guide](#)
- [Substance Abuse and Mental Health Services Administration \(SAMHSA\) Guide](#)

Existing Social Media Campaigns

- [Crave 21](#)
- [Truth Campaign](#)
- [CalFresh](#)

Other free resources

- [Canva](#) (create flyers, postcards, etc)
- [Pic Monkey](#) (create graphics and charts)