



the Frantic Posting:

Harness the Power of Social Media for your HIV prevention program

Date: Wednesday April 27, 2016 11am-12pm PST/12-1pm MST/1-2pm CST/2-3pm EST

Learning Objectives:

- ❑ Identify the 4 steps to develop social media objectives
- ❑ Describe the 6 elements of a social media strategy
- ❑ Compare success from 2 case study examples

Guiding Principle:

Social media can be a powerful tool to support HIV prevention work in the community. Social media enables providers to reach their audiences when, where, and how they want to receive HIV prevention messages; we have the ability to tailor the content to make it more appealing, relevant, trustworthy, and credible for diverse audiences. Social media can also be overwhelming, confusing, and time consuming without a clear way to know if it is a good use of staff time and actually helping your program.

To help guide and focus these efforts a social media plan or strategy is critical for CBOs who have complex work plans with multiple activities and audiences. The CDC's Health Communicator's Social Media Toolkit recommends that the keys to effective social media outreach are identifying target audience(s), determining objective(s), knowing outlet(s) and deciding on the amount of resources (time and effort) that can be invested.

How do we create a plan for harnessing the power of social media?

Community Impact Solutions Project has developed a Social Media Strategic Planning process to help CBOs connect their social media activities directly to their work plan and develop clear objectives and tools to streamline the social media process. The process includes creating goals and objectives, selecting the communication strategy, defining the audience, refining the social media platform, developing key messages, identifying the most relevant metrics, and calendaring.

Recommended Resources

- CDC's Social Media tools, Guidelines and Best Practices <http://www.cdc.gov/socialmedia/tools/guidelines/>
- CDC Social Media Toolkit http://www.cdc.gov/healthcommunication/ToolsTemplates/SocialMediaToolkit_BM.pdf
- CDC Social Media Policy <http://www.cdc.gov/socialmedia/tools/guidelines/pdf/social-media-policy.pdf>
- Facebook Guidelines <http://www.cdc.gov/socialmedia/tools/guidelines/facebook-guidelines.html>
- Online Video Guidelines <http://www.cdc.gov/socialmedia/tools/guidelines/onlinevideo.html>
- Buttons and Badges Guidelines <http://www.cdc.gov/socialmedia/tools/guidelines/buttonsbadges.html>
- Best Times to post <https://www.quicksprout.com/2015/01/02/what-are-the-best-times-to-post-on-social-media/>
- Social Media Management tools <https://blog.dashburst.com/best-social-media-management-tools/>
- Social Media Metrics <http://sproutsocial.com/insights/social-media-metrics-that-matter/>

Get personalized assistance to develop your social media plan

- Community Impact Solutions Project <http://www.etr.org/cisp/>
- BA Laris, CBA Specialist, 562.433.6391 bal@etr.org