

PE 46 Social Media Webinar

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Housekeeping

The webinar is being recorded.

The slide desk and recording will be shared with all PE 46 Coordinators.

Please keep yourself muted unless you have a question.

Feel free to use the chat box for questions/comments.



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Agenda



Ice Breaker



**How does
social media
fit in to PE 46?**



Social Media



**PE 46
Announcements**



Closing Activity



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Pick an animal that best resonates with your experience or feelings about using social media to promote access to and info about sexual and reproductive health services.

In breakout rooms, introduce yourself and share why you picked this animal.

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How does Social Media fit in to PE 46?

- Program Component 1: Maintaining strategic partnerships
 - Sharing partners' social media content
 - Promoting partners' events
 - Recruitment of new partners
- Program Component 2: Identify barriers to access and gaps in RH
 - Promote focus groups, recruit participants
 - Online surveys
 - Share data back with the community
- Program Component 3: Develop and implement strategic plans
 - Engage your community to participate in planning
 - Promotion of local RH services



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Reproductive Health Program Social Media webinar

- *Overview of RH Program's Social Media*
- *How to use RH program materials*
- *How to create a Content Strategy*
- *Understanding Success*
- *Q&A*



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RH Social Media Goal:

The RH program is currently focusing on creating a social media presence, by not only educating individuals but also supporting our provider network with social media resources. Building up our followers, spending time following more community partners and organizations, liking and engaging with others posts – really building up our social media presence. With the goal of the platforms to be self sustainable in terms of reach and engagement with organic interactions.

We create content in English and Spanish as much as possible. We are exploring the idea of creating content in other languages.

- All content created is public, it can be shared, re-posted, downloaded by community partners and the general public.

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RH Program Social Media Accounts

Website: www.ccare.Oregon.gov

Facebook: @OregonCCare

<https://www.facebook.com/OregonCCare>

Instagram: @OR_RH_Program

https://www.instagram.com/or_rh_program/



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RH Program Website

- Clinic finder, health ed resources, certification process, clinic resources, program newsletter and much more.
- <https://www.oregon.gov/oha/PH/HealthyPeopleFamilies/ReproductiveSexualHealth/Pages/index.aspx>
- Outreach Projects, including recorded webinars:
<https://www.oregon.gov/oha/PH/HEALTHYPEOPLEFAMILIES/REPRODUCTIVEXUALHEALTH/RESOURCES/Pages/Community-Outreach.aspx>

RH Community Outreach Projects

The RH Community Outreach Projects create opportunities for Community-based Organizations (CBOs) serving immigrant communities, communities of color, and populations experiencing inequities in health outcomes, to promote access to healthcare, to increase community engagement, and to create systems that are responsive to and reflective of their community's identified needs.

Participating CBOs provide reproductive health education, community outreach, and related services to support communities in accessing reproductive health at clinics certified by the RH Program. These projects support the creation of a model of partnership and collaboration that serve to improve reproductive health outcomes across the state.

Examples of activities undertaken by the CBOs include:

- Working with youth to increase awareness and access to care
- Creating outreach and education materials using Tik Tok, Facebook, and other social media platforms.

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RH Program Education and Outreach Materials

Order and find materials on our website:

<https://www.oregon.gov/oha/PH/HEALTHYPEOPLEFAMILIES/REPRODUCTIVEXUALHEALTH/HEALTHEDUCATION/Pages/Provider-Health-Education-Materials-to-Order-for-Clients.aspx>

Brochures

Birth Control: Choosing the method that's right for you

A plain language brochure available in English and Spanish. This online version can help you navigate through many birth control options with your clients and has links to local Oregon resources. This is a great online companion to the print version found in all Title X clinics. If you would like more printed brochures, contact Azucena Quinonez at azucena.quinonez@dhsosha.state.or.us.

Oregon Reproductive Health Services: What you need to know!

This is our dual sided Reproductive Health Program client brochure to provide detail about eligibility, available services, and where clients can go to get services. When printed, the brochure is 8.5 by 14 inches. If you would like to order printed brochures, contact Azucena Quinonez at azucena.quinonez@dhsosha.state.or.us.

Pathways to Care: Helping Your Clients Access Free Reproductive Health Care

This dual sided 8.5 by 14 inch poster is for community based organizations to understand the referral pathways for free services. If there are organizations in your area you would like to send them to, contact Azucena Quinonez at azucena.quinonez@dhsosha.state.or.us.

*Reach out to Azucena to order many education materials, many are meant to be printer friendly!

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Strategy

Goals

1. Content pillars 2-3 (overall theme)- What you do, who you are, what you want people to think of when they hear of your name? For the ORHP program our main pillar is reproductive healthcare, health care in general and resources.
2. Decide what platforms you will be using; it is recommended to focus on 1 or 2 at the most unless you have a communications team that can help manage multiple platforms.
3. Individual topic ideas. (answerthepublic, tubebuddy, reddit, tweeter, Quora, pinterest, research hashtags)
4. Audience research, who your customer will be. (tiktok for young, facebook for late 20s and on, younger millennials Instagram)

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Tactics

- Day to day, week to week, monthly calendar building.
- What are you posting, algorithm, trends, new features being rolled out.
- Content format: What's trending, what's your capacity, images, graphic designs, reels? Do they work for you? Do a test!
- Create content that stands out- infographics, memes, video content. (canva, animaker.com) Making sure they are relevant, consistent with your branding and unique to catch attention.
- Repurpose all your content. Utilize a scheduling tool to save time and produce a balance mix of content.
- Analyze your data. Analytics- use your platform analytics or insights- better tools Sprout Social-customizable report options, multiple ways to gather essential social metrics and truly understand what they mean.

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Understanding Success (Analytics)

- Track the most important metrics for your goals.
- Reach- Number of times that content was actually seen by the user. Total number of people that saw your post.
- Impressions- Number of times something was displayed in social media. Number of times it was served to a feed. (how many times your post was seen)
- Engagement- Number of interaction your content received from users online (likes, follows, saves, comments, etc.) anytime someone was moved to take action after seeing your content.
- Keep track of followers- aka Growth!



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Content Report

Insights

- Overview
- Results
- Content
- Audience

Boost post

Did you know? The Menstrual Dignity Act was passed!

Oregon students will be able to access free menstrual products in all public schools in the state starting this fall.

Did you hear? Oregon students will be able to access free menstrual products...
October 3, 2021 at 7:08 AM
ID: 471204218880957

Interactions

8,958 reactions 778 comments 1,106 shares

Performance

Reach	Reactions, comments and shares	Results
Total: 115,667	Total: 10,842	Total: 7,995
This post reached more people than 100% of your 50 most recent Facebook posts and stories.	This post received more reactions, comments and shares than 100% of your 50 most recent Facebook posts and stories.	This post received more link clicks than 100% of your 50 most recent Facebook posts and stories.
Reach: 115,667	Reactions: 8,958 Comments: 778 Shares: 1,106	Link clicks: 7,995

Boost post

Happy National Nurses Day

National Nurses Day is observed annually on May 6th. On this day, we raise a...

May 6, 2022 at 7:00 AM
ID: 36662188837748

Interactions

9 reactions 0 comments 7 shares

Performance

Reach	Reactions, comments and shares	Results
Total: 672	Total: 16	Total: 14
This post reached more people than 100% of your 50 most recent Facebook posts and stories.	This post received more reactions, comments and shares than 94% of your 50 most recent Facebook posts and stories.	This post received more link clicks than 98% of your 50 most recent Facebook posts and stories.
Reach: 672	Reactions: 9 Comments: 0 Shares: 7	Link clicks: 14

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Resources

- Images credit: The RH program is lucky to work with Tony Diep, graphic designer.

We also utilize the following for graphics and/or images:

- <https://www.canva.com/> - Graphic design tool. Use it to create social media posts, presentations, posters, videos, logos and more. Free version and paid version.
- <https://www.pexels.com/> - Free stock photos, free images & videos shared by creators.
- <https://unsplash.com/> -Free usable images- Powered by creators everywhere.
- <https://answerthepublic.com/> - AnswerThePublic listens into autocomplete data from search engines like Google then quickly cranks out every useful phrase and question people are asking around your keyword. It's a goldmine of consumer insight you can use to create fresh, ultra-useful content, products and services. The kind your customers really want.

Dashboard or management platform:

- <https://hootsuite.com/> - Hootsuite is a social media management platform. The system's user interface takes the form of a dashboard, and supports social network integrations for Twitter, Facebook, Instagram, LinkedIn, Pinterest and YouTube.

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PE 46
Announcements

Any changes to current budgets need approval

Final Reports and Documentation due June 15

Title X funding PE 46

FY23 Annual Plans and Budget due June 15



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In closing...

Using the chat box, share one or two PE 46 webinar topics you would like to see in the coming year.



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