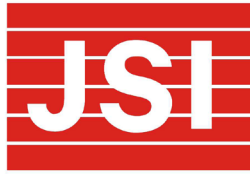


FAMILY PLANNING GOES SOCIAL

USING SOCIAL MEDIA TO CREATE, CONNECT, AND COME TOGETHER



John Snow, Inc.



JOHN SNOW, INC. (JSI) is dedicated to improving the health of individuals and communities in the United States and around the world. Headquartered in Boston, Massachusetts, JSI and its nonprofit sister, JSI Research & Training Institute, Inc., provide high-quality technical and managerial assistance, training, and research to public health programs worldwide.

JSI's mission is to improve the health of the underserved people and communities and to provide a place where people of passion and commitment can pursue this cause.

Since 1978, JSI has provided practical, innovative, and proven solutions to family planning programs that have enabled millions of women and men worldwide to plan their families in the U.S. and more than 80 other countries. JSI's reproductive health programs strive to enhance the health and well-being of women, their partners, and families. Through management assistance, education, information, and training, JSI works to improve access to and quality of health care to prevent illness and disease that impact women throughout their life span. JSI conducts research and provides technical assistance to enable agencies and health professionals to effectively and compassionately address the needs of families they serve, especially the poor and underserved.

With program experience in 106 countries, JSI has developed innovative approaches that yield results in a wide range of settings. An emphasis on building the capacity of both individuals and institutions enhances sustainability, and investments in local human resources continue to contribute successful results long after projects and programs end.

Learn more at www.jsi.com

This Family Planning Social Media Toolkit was adapted by JSI from The HIV Social Media Toolkit prepared by the National Minority AIDS Council (NMAC), Capacity Building Activities, and John Snow, Inc. In 2011, that publication was supported by a cooperative agreement #5U65PS0001736 from the Centers for Disease Control and Prevention.

Table of Contents

Why a Social Media Toolkit?	1
Strategy First	2
Activity 1: Questions to Consider When Setting a Social Media Goal	3
Activity 2: Creating a Social Strategy	4
Organizational Considerations	5
Activity 3: Determining Your Organizational Considerations	6
Activity 4: Questions to Consider In Managing Your Time	8
Measuring Success	9
Activity 5: Questions to Consider In Measuring Success	10
So Much Information... Where do I Begin?	11
Repurposing Content	12
Getting to Know the Tools	13
Blogs (Wordpress, Blogger, Posterous)	14
File sharing services (SlideShare)	15
Geolocation (Foursquare, Gowalla, Facebook Places)	16
Microblogs (Twitter)	17
Mobile (Texting, Mobile Web, and Apps)	18
Photo Sharing (Flickr, Picasa)	19
Social Networking Sites (Facebook, MySpace, Google+)	21
Video Sharing (YouTube, Vimeo, UStream)	22
Widgets	23
Wikis	25
Appendix 1: Sample Social Media Metrics Spreadsheet	28
Appendix 2: Sample Tool for Organizing Social Streams – HootSuite	30
Appendix 3: Twitter Lingo	31
Appendix 4: Facebook Pages vs. Facebook Groups	32



Why a Social Media Toolkit?

Today, we have something important to say, and we listen to those who we serve to help us do our work effectively. Increasingly, online communication via social media is facilitating these interactions and reshaping the way we deliver health information as well as the expectations of how information is received.

Why should *you* consider social media? For one thing, nearly 1 in 4 people worldwide use online social networks, most of which is driven by mobile access. Many of them are going online to research health questions or find support from a community.

As social media becomes more and more prominent, it is important to become better versed in these tools as a means of observing everyday conversations, understanding what's being talked about, who's doing the talking, and expanding ways to engage with specific communities.

This toolkit is a part of that effort, aimed at introducing the concepts that underlie social media, as well as major types of tools that are used. In addition, we consider how to take a strategic approach to integrating social media into existing family planning efforts.

Reading this toolkit and working through the corresponding activities won't answer every question you have. It should, however, provide some basic information on how social media is being used, as well as ideas to consider as you start to dive in. Our hope is that ultimately it provides you with a foundation for your own work in helping to engage communities and policy makers in family planning issues.

“Just like a location in the city, you have to look to see where people congregate.”

VENTON JONES

NATIONAL BLACK GAY
MEN'S ADVOCACY
COALITION



Strategy First

Tools will come, and tools will go. One of the fascinating aspects of social media is that it is constantly evolving. Knowing the basic types of social media is a start, but no one knows your organization and audience like you do.

More important than using the hottest new social media mechanism is establishing a programmatic purpose and then making plans to strategically support your goals. This should include defining measurable goals so you can see what is working, what needs to be adjusted, and what can be left behind. At the same time, it is important to remember that failure can be an instructive tool and can, in fact, be a good outcome. We can learn from what went wrong to make adjustments in the future. As the playwright Samuel Beckett wrote, “No matter. Try again. Fail again. Fail better.”

This document starts with a focus on overall strategy before diving into specific tools. Two activities are provided here to help you think through your larger goals and develop a social strategy. Keep the work you do on these strategy-focused activities in mind as you move into the tools section. Your strategy and choice of social tools will go hand in hand.

Activity 1: Questions to Consider When Setting a Social Media Goal

For this activity, it may be easiest to pick one goal to start, and work through the questions. Your goal can be something very specific and time dependent (encourage people to participate in World Contraception Day, for example), or it can be more long term (providing resources on where and how to find contraception, for example). You can always come back to this brief set of questions for other goals you wish to achieve.

What are you trying to achieve?	
Who needs to be involved in determining strategy?	
Are you trying to monitor what others are saying about your organization ? Share information? Create a conversation?	
What are your peers and similar organizations doing?	

Setting goals is a critical task and something that we do on a daily basis whether informally (think of your daily to-do list) or formally (think of an annual retreat for staff). Turning this into a strategy that leverages social media can seem like an overwhelming task. But it can be done!

Forrester Research's POST method is a useful approach to thinking through how to incorporate social media into both new and ongoing efforts. We think it's worth considering because a) it provides a step-by-step approach to turn goals into strategy, and b) it underscores the importance of putting people before technology. If you like, you can read more about the POST approach online at <http://bit.ly/pTp4R2>.

Activity 2: Creating a Social Strategy

Use the following worksheet to consider goals specific to your interests. Like the previous activity, pick one goal to start, and work it through.

This is a good time to brainstorm and get creative – you can always adjust any of your responses later, but it never hurts to think big.

Goal:		
P	P = People. This is where it all begins. Who are you looking to reach? Who is your primary audience? Where can they be found online?	
O	O = Objective(s). What are you trying to accomplish? Are you trying to build followers? Create on-site engagement? Develop a sense of community? Raise funds? Create a call to action?	
S	S = Strategy. Ask yourself: What will change if this effort is a success? Will more interaction be desired or expected? Will people promote an event or service on your behalf?	
T	T = Technology. Based on all of the above, what tools make sense? A single blog? A hundred blogs? A social networking profile? A combination of things?	

Organizational Considerations

Ok – you have an idea and a strategy. Now ask yourself: is your organization ready to engage in social media? Successful use of social media requires a certain level of openness and transparency, not to mention the possibility that you may lose some control of your message, since being social means listening as much as talking. Be honest when thinking through how to integrate social media into organizational planning. The worksheet on the following page is provided to help you think through some questions, including:

- What can be learned from other new initiatives
- Involving the right people from the start
- Addressing concerns over using social media in general
- Anticipating how you will respond to both positive and negative feedback, if at all

One mechanism to help address the above questions is to create a social media policy to define how employees can and should use social media in the workplace. Having clarity in how social media should and should not be used can help protect employees, clients, and the organization as a whole. To see an example of a good operational policy explained, take a look at the guide created by the American Red Cross, which is available online at <http://bit.ly/1ayEWVo>. This guide is useful because it provides a clear explanation of their philosophy using plain language and simple ways to take part, including step-by-step descriptions of how to use specific tools.

If you aren't sure exactly where to start in creating an internal policy, a policy generator tool located at www.socialmedia.policytool.net can help. All you need to do is answer a few basic questions and a generic tool will be created. From there you can tweak it to reflect your specific needs.

“Sometimes when things are too put together, it doesn't resonate for our community. When it is more authentic, more homemade, that has an impact.”

BRIAN BURTON

SOUTHERN LOUISIANA
AREA HEALTH EDUCATION
CENTER

Activity 3: Determining Your Organizational Considerations

Take a moment to think through your responses to the questions below. It's a good idea to work with a colleague (or two, or three...) to get different perspectives.

Other new initiatives have been <i>embraced</i> internally. Examples of these and what can be learned from that experience include...	
Other new initiatives have been <i>rejected</i> internally. Examples of these and what can be learned from that experience include...	
Internal concerns regarding the use of social media can be addressed by...	
People who need to be involved in the planning effort include...	
Formal approval required (if any), includes...	
Outside participants can provide feedback, both positive and negative, by way of...	

Managing Time

Does it cost anything to set up a Twitter account or a Facebook page? No. But that doesn't mean that it's free... Social media is free in the same way that a free puppy is free. Making the time to oversee these efforts takes one of your most valuable commodities: time. Indeed, one of the most frequently cited hesitations when considering when or how to implement social media efforts is, simply stated, "I don't have the time." The intensity of resources (human and otherwise) depends in large part on what you are looking to accomplish.

There is no trick or magic solution; rather, it underscores the importance of being strategic in planning out programmatic activities and building an approach that makes the most sense for what you are trying to achieve. For example, what if you learned of a new resource for pregnant youth, and wanted to quickly share it with a wide group? Twitter might be one way to spread the word amongst peers and clients, and it may be a very worthwhile use of time.

making it real

How much time does it take to create, sustain, and nourish your connections using social media? The answer is, "It depends." Your goals, strategy, and familiarity with tools all make a difference. Below are some estimations:

Facebook:
2.5 to 3.5 hours per week

Twitter:
1.5 to 2 hours per week

Blogs:
5 to 10 hours per week,
minimum

Photos:
2 to 3 hours a week,
on average

Videos:
5 to 7 hours per video,
on average

Activity 4: Questions to Consider In Managing Your Time

These questions will help you think about your familiarity with social media tools, staffing considerations, and your level of engagement.

What social media tools are people already familiar with (even if only for personal use)?	
Can one or more staff be tasked to learn a specific tool and teach others?	
Who will curate and moderate any social channels being used?	
Are you looking to be more observational (monitoring) or active (creating conversations, spurring others to take action), or both?	
What will you do with the data collected? How can you make better decisions, based on the data collected, to reach your goals?	

Measuring Success

In the business world, ROI, or return on investment, is an important metric. That is to say, for every dollar *invested* in a product, how many dollars are *generated* from that product? A similar approach should be considered for social media efforts. It's good practice to set goals that are meaningful for your organization or specific program, and then regularly review whether the resources you are investing are helping you accomplish your goals. This is often referred to as the return on engagement (ROE). It's a traditional concept, adapted for a new approach.

Key indicators of success depend on your goals and strategy. If you are trying to increase awareness about your organization, you might focus on growth of followers or website traffic. If you are looking to influence a specific behavior or outcome, however, you might focus on metrics such as increased method or number of women (or men) accessing services. Some possibilities for measuring ROE include:

- Influencing people to take a specific action, such as encourage
- Increasing fans or followers on one or more social sites
- The number of two-way conversations in a given period
- Website traffic trends
- Raising a target level of funds

Some of this data is available from the social media sites themselves. For example, the person who runs your Organization's Facebook page can use the built-in Insights tool to track page likes, active users, post views, post feedback, post likes, and more. In Twitter, it's pretty simple to see your number of tweets and followers by glancing at the main web page; determining other metrics is more time consuming.

This data can also be collected manually. Creating a simple Excel spreadsheet to track and analyze the metrics above is often helpful. To help get you started, a sample metrics worksheet is included at the end of this document in Appendix 1.

making it real

There are various social media monitoring tools available for free or at a low cost that let you manage your entire social media presence in one spot. Some of these dashboard sites also allow you to post to multiple social media sites at the same time. Hoot Suite (www.hootsuite.com) and TwentyFeet (www.twentyfeet.com) are two tools that can help get you started. See Appendix 2 for a HootSuite overview.

Activity 5: Questions to Consider In Measuring Success

Work through these questions to help you think about the process of evaluating your social media activities.

How often do you want to collect data? Daily, weekly, monthly, etc.	
Who will be responsible for collecting the information? This task can fall to multiple people.	
How will you track the details you are interested in? Manually? Using an online analytics program?	
What are your three most important data points? For example, number of Twitter followers, blog subscribers, or weekly Facebook comments.	

So Much Information... Where Do I Begin?

It may seem like a lot to take in all at once. New technology, new rules, new content... And just like all the other trusted networks and connections you've built, it takes time and effort to cultivate an online presence. But know this: *you aren't starting from scratch*. In fact, you already have a lot going for you – existing materials, knowledge of the communities you serve, a history of helping people be knowledgeable about contraceptive options or, alternatively, helping pregnant women get the support and help they need.

None of this expertise goes away. Rather, it provides a foundation for getting started with social media. The trick is taking what you already have and applying it in different ways. Here are some ideas to get you started:

- Post existing presentations and other resources onto social outlets such as Facebook or SlideShare (more on specific types of tools on pages 14-25). Or post links to these materials using a service like Twitter. When you post something, encourage others to share it as well.
- Post open-ended questions to invite discussion. If possible, make them provocative to inspire conversation.
- Spend some time watching what others are doing. For example, find people doing similar work or family planning thought leaders to follow on Twitter, and just listen for a week. If a week isn't enough, listen for longer

“What is surprising, but not so surprising, really, is the diversity of interest. Any one community has a tremendous amount of diversity within.”

VENTON JONES

NATIONAL BLACK GAY MEN'S
ADVOCACY COALITION

making it real

Here are some ideas for repurposing content:

1. Write a blog post and use Facebook and Twitter to provide a teaser, driving people to your website or blog.
2. Think about how you can adapt an in-person training or presentation into an audio podcast posted to iTunes or a video posted to YouTube.
3. Upload your presentation to SlideShare so others can view it, share the link via Facebook and Twitter.

Repurposing Content

It is efficient to reuse existing content such as presentations, videos, pamphlets, and other printed material when you are working within social media. This is also known as *repurposing* and is not only a time saver, but also a simple way to share what you are already doing with a broader audience. Using social media tools also provides an easier way for others to share your content—without you having to do a thing. When content is created either online or offline, think about how you can use it in multiple ways across different social media outlets. This allows you to leverage existing content, maximize your reach, and make the best use of limited time and resources.

For example, say you gave a presentation at a local health center about working with individuals within a hard-to-reach community. The audience was small, but very receptive and had lots of great questions and comments. Five years ago that might have been the end of the conversation, but today the conversation can continue. Using an online document sharing service such as SlideShare, you can post a document or presentation. Then, using a sharing service such as Twitter or Facebook, you can let others know that it's available and why they might be interested in it. If they find it useful, they'll share it within their networks as well. Voila! Something that previously would have been a memory has gained new life.

While repurposing content is an expedient and valuable way to build visibility through social channels, it's also important to present unique information. Reusing content between your blog, Twitter feed, and Facebook page is a great way to increase traffic and followers while maximizing resources, but don't feel that you have to post the same content to all of your social media channels. Think about how your Facebook fans differ from your Twitter followers, for example, and include unique content or teasers for each where appropriate.

11/1/2016

Facebook, Twitter, Flickr, Wikipedia, YouTube, Google+... It can seem like every day brings with it a new social media tool to understand, a task that would be overwhelming to anyone. One example of “the big picture” is shown in Figure 1, displaying what is known as the “Conversation Prism,” a graphic display of the social media universe. While not all encompassing, it does underscore the broad variety of social tools that exist.

Fortunately, you don't need to know or use every individual tool. What is helpful, though, is to have a sense of the variety of tools that exist as well as a sense of what each is generally designed to accomplish. The following section highlights some of the major categories of social media tools.

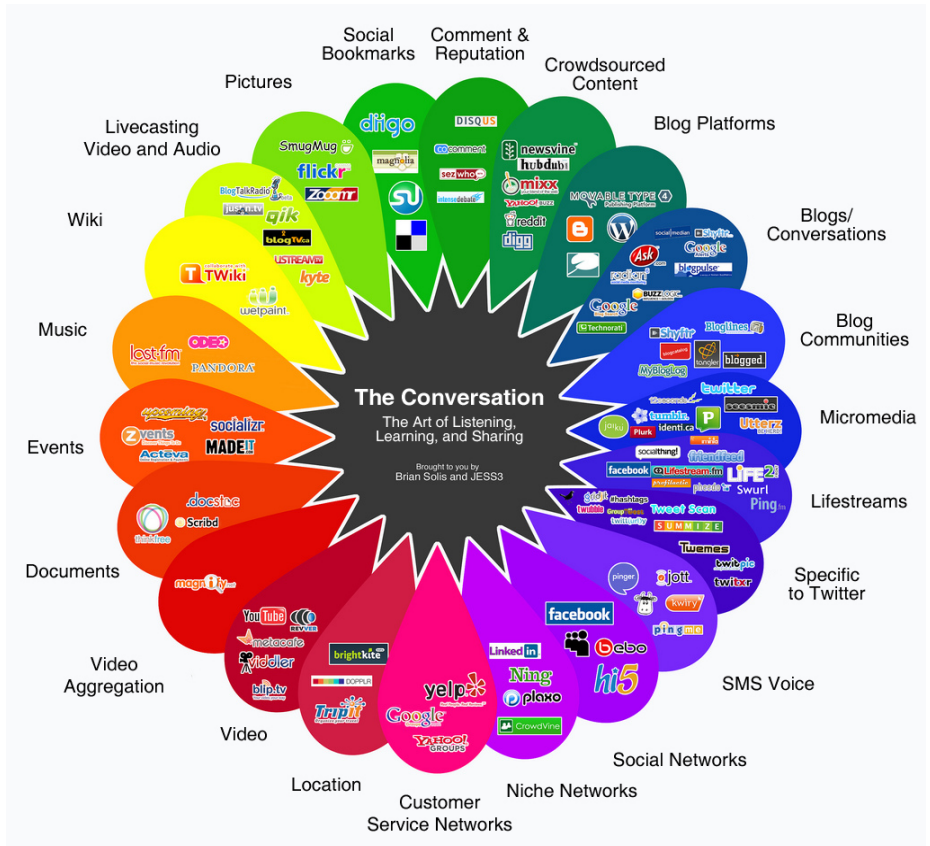


Figure 1, Conversation Prism

Blogs

(Blogger, Posterous, Tumblr, Wordpress)



A blog is a website that is updated over time, with entries listed in reverse chronological order (e.g., the most recent entry is found at the top of the page). The term blog is drawn from the phrase “web log” and is a popular format for sharing information and starting conversations on any topic. While originally used as online diaries by individuals, blogs have grown exponentially to include both personal and professional interests. In addition to the routinely updated content, information displayed on a blog can encompass static information such as links to other websites of interest.

Example Social media has ushered in the ability for anyone to easily stake out an online presence and publish content that reaches a global audience. The Our Bodies Our Blog (<http://www.ourbodiesourblog.org/>) is a great example of this. The organization Our Bodies Ourselves was founded in 1969, and published a groundbreaking book to share health information with women. More recently, the organization has carved a web presence offering daily information on women’s health news and analysis. Each blog post allows readers to leave comments, enabling conversation and the sharing of ideas, creating an informative space that allows for community interaction. The information is accurate and up-to-date, making it a great resource for women.

Tips and Techniques

Writing is like building a muscle – it gets easier the more you do it. Keep it brief. Aim for less than 500 words. Words not coming? Post a photo and write a brief description.

Share the load. Ask others to write a single entry, or perhaps even more, on your blog. Consider not just staff, but clients as well.

Plan ahead. Brainstorm a “big list” of topics you want to cover over time. Revisit this list for inspiration.

Find your voice. Your posts should reflect the personality of your organization. As you begin to write, think about how you want others to perceive your blog. Your tone and writing style will develop over time as you become more comfortable writing posts.

Stay timely. Fresh content gets people to return. Set a schedule and stick to it for three months. At the end of three months, revisit the plan to see if it’s working or make adjustments. Do you want to share an experience from a conference you just attended? Try to post within 48 hours while the information is still fresh in your mind

Create a conversation. Don’t answer all the questions for your readers – invite them to contribute, share their stories, and ask questions. Link to blogs from similar organizations to expand the conversation, build a community of bloggers, and increase readership. Participate by commenting on other people’s blogs.

Share your post using other social sites such as Facebook, LinkedIn, and Twitter.

File Sharing Services

(Prezi, SlideShare)



File hosting, or sharing, services are websites that allow anyone with an account to upload (from your personal computer to the Internet) documents such as slideshows, short videos, and word processing documents. Once posted online, others can view, comment upon, and download the files (from the Internet to their personal computer).

Example: The Reproductive and Child Health Research Unit (RCRU) at the University of Medical Sciences and Technology (UMST) uses Slideshare, a popular file sharing service, to post presentations from conferences and workshops. The RCRU presentation titled Availability of Family Planning in Sudan has over 1,200 views. This type of distribution has greatly expanded the possibility of both finding and sharing good information. See www.slideshare.net/RCRU/availability-of-family-planning-methods-in-sudan. There are many other organizations sharing presentations as well. For example AIDS.gov offers a number of presentations on using social media in public health that you may find useful, head here to find out more: <http://www.slideshare.net/aidsgov>.

Tips and Techniques

Repurpose your content. If you post a presentation to SlideShare and you get a lot of positive comments and feedback, think about creating an audio podcast or video on the same topic. Link your files to Facebook, Twitter, a blog, and your website to generate more traffic.

See what others have posted. Search using keywords to see what others have shared. This can be a great research tool, as well as a way to connect with others.



AIDS.gov on SlideShare.

Geolocation

(Facebook Places, Foursquare)



Geolocation software allows anyone to share where they are in the world. As the use of GPS enabled phones has increased (over 1 billion people worldwide now have a smartphone), so has the use of games and services that take advantage of location. Foursquare (www.foursquare.com) and Scavngr (www.scvngr.com) are examples of this type of social media tool. More recently, social networks have started building geolocation into their systems, allowing users to easily share where they are if they choose. Facebook Places is an example of geolocation within social networks – if a user “checks in” to a location, the update will appear on their personal wall, as well as in their friends’ news feed.

Oftentimes, there are rewards associated with “checking in” at a location, such as virtual badges or discounts. While not entirely mainstream at this point, geolocation is gaining steam – Foursquare passed 40 million users in September 2013.

Example



In Brazil and Mexico, the Prudence condom brand is taking geolocation to the next level. With the help of DKT International, this brand allowed men to become “condom testers.” After testing the Prudence brand condoms the men could tag their location via GPS to show where you recently used a condom. Additionally, on their website they had a blogger discussing different sexual health and condom related topics. Over 3,000 stories were submitted. The incentive offered was 1,000 free condoms for the 100 best consumer stories. Clearly, offering incentives online can influence offline behaviors. Additionally, this is an example of a social

media tool that boosted the profile of the brand while at the same time promoting safe family planning practices.

Tips and Techniques

Offer incentives for checking in at your location. It doesn’t have to be big or expensive. Just something that has meaning or value. It could even be something you would do anyway, and you are just encouraging people to take advantage of an opportunity. Examples include free condoms or a tee-shirt.

Encourage people to leave tips and comments. This allows people to share their own expertise. Examples include sharing which days are the least/most busy, nearby parking or other transit, nearby food locations worth visiting, or giving a shout out to staff who are particularly helpful.

Pay attention to the mayor. Foursquare allows an individual to become the “mayor” of a location. If you want the public to participate, discourage staff from becoming the mayor, and provide special incentives for the mayor. Examples include a discount on something, a t-shirt that only staff would generally have, or a free coffee.

Microblogs

(Twitter, Weibo)



Similar to blogs and social networks, microblogs are a way to share information and updates. They allow you to connect on common interests and broaden networks. The main difference, as indicated by the term used to describe it, is that they are much more limited in length. Some believe the term “microblog” to be outdated, preferring to call them a real time information service. Indeed, the core question posed by Twitter (the largest service of this type) has shifted from “what are you doing?” to “what is happening?” to reflect changes in user behavior and expectations.

Whichever term you prefer, the concept is still the same: short messages that force you to get to the point in 140 characters or less. Given the space limitations, a hyperlink is often included to lead the recipient to further information.

Example September 26th is World Contraception Day—an advocacy day designed to mobilize communities and raise awareness around global contraceptive issues. MCHIP, a USAID-funded maternal and child health program used World Contraception Day (WCD) to conduct a conversation on Twitter. On WCD, MCHIP tweeted a Statement for Collective Action for Postpartum Family Planning and encouraged followers to sign in support of the statement. This is a good example of using Twitter to promote a timely event, advocate for important issues, and to share information and connect with followers the rest of the year.

Tips and Techniques

Before you say anything, *listen*. Sign up for Twitter and search for agencies, individuals, and community-based organizations that are talking about family planning. What are they saying? What are they sharing? Follow the conversation for a few weeks before you start tweeting.

Create a conversation between you and like-minded organizations. Like something you see? Retweet it to share it with your own network. Like what another organization is doing? Talk about them in your tweet and mention their username to encourage dialogue.

Pay attention to keywords. Use the hashtag (#) to tag keywords or topics in your tweets. This helps users search for keywords and find your tweets. Find out what hashtags others are using to talk about similar topics.

Give gratitude. This can be saying thanks to specific users, or by using a convention called Follow Friday (hashtag #FF), whereby you call out users that you think are worth following on, you guessed it, Fridays.

Leave room to encourage sharing. You have 140 characters, but if you want others to share it, aim for 125 characters max. This leaves space for them to add something, too. Use hyperlinks and shorten where possible. The website <http://bit.ly> converts any long website URL into a shorter, Twitter-friendly URL.

Need a primer on Twitter lingo? See Appendix 3.

Mobile

(SMS)



Mobile technologies involve the use of mobile phone and/or other wireless devices (e.g., tablet computer) to view, receive, and/or send information. Mobile is not one technology or approach, but rather it encompasses the mobile web, mobile applications, and SMS/text messaging. Almost half of the 1 billion Africans use mobile phones. More and more people are using their phones and other mobile devices to learn about health information or to manage their health.

SMS or “texting” is a way to send and receive messages from your mobile device. Messages can be sent as text (Short Message Service or SMS), pictures, video, or audio (Multimedia Messaging Service or MMS).

Example

TXT2remind

In New Zealand, the Family Planning Association is using the program TXT2remind as a means of connecting clinical service providers and their target audience. This method of communication was driven by the need to lower the expenses of the Family Planning Association. Since then, they have found it to be the most efficient way of communicating with youth, especially in relation to lab results and appointment reminders.

Tips and Techniques

Look to others. Identify mobile SMS campaigns that your clients can use and share them.

Privacy matters. Be careful not to violate any privacy laws through texting, such as HIPPA (Health Insurance Portability and Accountability Act) if you are in the United States. Craft your messages appropriately so that they do not reveal personal or sensitive information.

Mobile

(Mobile Web and Apps)



Mobile technologies allow access to any information on the Internet where you are. That means users can access any information—including location-specific information—“on-the-run,” or use mobile applications to track personal health data, such as a woman’s cycle and when she is most likely to become pregnant.

Mobile devices enable you to visit websites on your device with a mobile browser. Mobile applications or “apps” are installed on mobile devices to perform specific tasks. While some devices come with apps, one can also download apps from an online app store.

Examples

Free NYC Condom App

The New York City Department of Health marked National Condom Awareness Day 2011 by releasing a free Condom Finder mobile phone app. This app utilizes a phone’s GPS capabilities to locate and provide walking directions to the five nearest venues that distribute free NYC condoms. It also allows users to enter an alternate address to plan ahead and provides “dos and don’ts” for condom use. To learn more, visit <http://on.nyc.gov/qMzjxn>.

Tips and Techniques

Pick a flexible format. With mobile, your website or app could be accessed on a phone, tablet, or computer. Make sure your site is accessible from any screen size.

Look to others. Identify mobile phone applications or text messaging campaigns that your clients can use and share them.

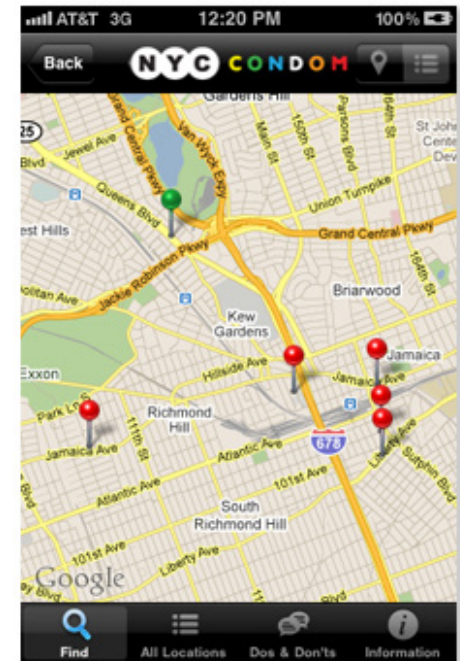


Photo Sharing

(Flickr, Instagram, Picasa)



A picture is worth a thousand words, and photo sharing sites allow you to upload, organize, and share these images. What makes it social is the ability to comment on photos and create a discussion started by an image. The largest photo sharing site is Facebook, with roughly six million photos uploaded every month. Instagram is a rapidly growing mobile app that shares photos, there are currently over 150 million active users. Sites such as Flickr, Picasa, and Photobucket also house billions of images, most of which are publicly visible.

Examples

MTV Shuga Instagram

MTV Shuga is a television drama series created by MTV Staying Alive, PEPFAR and other donors to raise awareness around HIV, sexual risk behavior prevention and family planning. The first two seasons of the series were set in Nairobi, and is entering its third season, which is set in Nigeria. The MTV Shuga series has recently created an Instagram account. The account is used as a way to keep viewers connect to the series, as well as connect viewers to each other in an effort to keep the conversations active. The Instagram account broadens their audience and keeps messages alive in between seasons.

AIDS.gov — Facing AIDS for World AIDS Day 2010

For World AIDS Day, AIDS.gov asked people to take a photo of themselves holding a sign with a message about why they're facing AIDS. They encouraged people to upload their photo to the AIDS.gov Flickr stream and share it with friends and family via Facebook, Twitter, and their other social networks. More than 1,200 people

shared an image. Visit. <http://www.flickr.com/groups/facingAIDS2010>.

Tips and Techniques

Tag photos with appropriate keywords. Providing key words or phrases (i.e., tagging) helps other interested users find your content. Not sure what tag to use? Consider your intended audience and think about the search terms they would use to find your picture. Search the photo site to find what tags others are using.

Repurpose your photos across other social media outlets.

Link your photo sharing account to your blog. Share your photos via Facebook and Twitter.



Take the time to explore and comment. Be sure to check out other people's photos and leave comments. If you like them, you can add them as a favorite. If someone comments on your photo, check out their photos and leave a comment back. Participating in the community will help you see what's out there and ensure others see you.

Video Sharing

(UStream, Vimeo, YouTube, Vine)



Video sharing services allow users to upload video in a common location to be viewed by others. The largest provider of this service is YouTube, which sees over 24 hours of video uploaded every hour. Vine, a video sharing platform, allows users to share six second videos. It now has 40 million users, and 5 vines are uploaded per second. A number of services exist to host videos, and videos can either be embedded within a customized webpage or kept separate, based on preference.

Examples:

USAID | DELIVER Project

In response to World Contraception Day, the USAID | DELIVER project posted a six second Vine. The vine was used to promote World Contraception Day, using the hashtag #WCD2013 to connect it to a larger conversation and audience, and shared information through the use of infographics presented in the Vine: <https://vine.co/v/hroFLid7MJ1>. This is a great example of a low-cost video that can present information and raise awareness.

MCHIP

The MCHIP project has a media center section on their website. This is a central location where anyone can go to access the videos and media created. The videos are embedded on the site and hosted by YouTube. Visit <http://www.mchip.net/sitecontent/64> to learn more.

“You are using your ears, you are using your eyes, you are using your heart... All those are present when you make a video.”

- BRIAN BURTON, SOUTHERN LOUISIANA AHEC

Tips and Techniques

The YouTube Nonprofit Program provides several benefits for U.S. organizations with a 501(c)(3) status, including: increased uploading capacity, ability to add call-to-action overlays over videos, and listing on YouTube’s Nonprofit channels and videos pages. To learn more, visit: www.youtube.com/nonprofits.

YouTube provides the following tips for nonprofits getting started:

Reach Out. Post videos that get YouTube viewers talking, and then stay in the conversation with comments and video responses.

Partner Up. Find other organizations on YouTube who complement your mission, and work together to promote each other.

Keep It Fresh. Put up new videos regularly and keep them short—ideally under 5 minutes.

Spread Your Message. Share links and the embed code for your videos with supporters so they can help get the word out.

Be Genuine. YouTube has a wide demographic, so high view counts come from content that’s compelling, rather than what’s “hip.”

social media in action

Text in the City

USING MOBILE TECHNOLOGY TO ADDRESS SEXUAL HEALTH

Contact: Dr. Katherine Malbon, katherine.malbon@mountsinai.org

It started with an observation: everyone in the waiting room of Dr. Malbon's adolescent clinic, which primarily serves underprivileged youth from East Harlem and the South Bronx in New York City, was on their phone, texting or surfing the web. Knowing that her patients all had cell phones, she gave out her mobile number to a small number of her most vulnerable patients, letting them know she was available if they had any questions about what was discussed in the office. Rather than calls, however, she started to receive text messages. Hundreds of them.

Dr. Malbon recognized there was a gap in how adults wished to communicate with adolescents and how adolescents communicated with one another. This resonated with her sense of what she often sees in the field of health and technology. Says Dr. Malbon, "I think that many times applications or technological services are set up without the developers actually understanding the population that they are aiming at... There are lots of people who have the technology know how, but they don't know the audience." Dr. Malbon knew the audience, and thus was born Text in the City, a service that allows anyone to send an anonymous text message about sexual health to a central service, where it is answered within 24 hours.

In the initial pilot phase, which launched in January 2010, Dr. Malbon received approximately 130 text messages a month. She noticed that oftentimes, messages would be received in quick succession, leading her to believe that groups of friends would be having a conversation, designating one person to send a series of questions. All of which received a response.

As the program grew, she added the option of having reminders for birth control automatically sent by text, with the message received simply stating, "Don't forget. :)" In August 2011 this service is being broadened to anyone taking medication, so that HIV+ youth can opt to receive reminders to take pills, for example. Future plans for this service include appointment reminders and immunization reminders for her teen parents.

For more information on Text in the City, visit www.textinthecity.posterous.com

Social Networking Sites

(Facebook, Google+, LinkedIn, MySpace)



Social networking sites allow individuals or organizations to set up a profile and connect with others who have a shared interest. While initially viewed as primarily for young people, today all age groups use social networking sites as a way to connect, share, and collaborate.

Examples of general social networking sites include Facebook, MySpace, LinkedIn, and Google+. There are also health specific social networking sites, which include PatientsLikeMe, TuDiabetes, WEGOHealth, and Daily Strength. These sites allow users to post text, photos, and videos that are automatically shared with their connections.

Example

LinkedIn is a social networking tool designed for your professional networks. You can reach like-minded people through LinkedIn groups. The Global Public Health subgroup Maternal and Reproductive Health brings a group of similarly-interested individuals together to post questions related to maternal and reproductive health, information about international conferences, calls for papers, and potential job opportunities within the field. It is a great resource for community mobilization and professional development.

Tips and Techniques

Pay attention to privacy settings. Each individual site has its own rules of how to control who sees what, so it's a good idea to become familiar with the site's privacy settings.

Use social networks to learn more about your audience. Go beyond just telling your social networks what you're doing. Find out what ideas they have for your organization and how they can volunteer, contribute, or even donate!

Use the variety of Facebook & Google + tools to generate conversation. Post questions or stories for discussion, share photos or videos, or create a poll.

Be active. It isn't enough to set up a presence on a site. Check in at least once a day (more if you have a lot of people making comments), and respond to people who take the time to write on your page.

Deciding how to set up your Facebook presence? See Appendix 4, Facebook Pages vs. Groups.

social media in action

South Carolina Campaign

USING SOCIAL MEDIA TO ATTRACT YOUTH

Contact: South Carolina Campaign to Prevent Teenage Pregnancy

In 2008, South Carolina began a campaign to prevent teen pregnancy. Recognizing that health centers need to market their family planning services to teens in order to increase use of condoms and birth control. In an effort to make a health center teen friendly, Taylor Health Center embarked on a mass media campaign.

Taylor Health Center recognized the need to incorporate social media into their teen friendly center in order to attract teens more effectively. They began by doing focus groups with teens to gain a greater understanding of the barriers to accessing services. They discovered teens felt the waiting rooms were too public, and people might see them there. After these focus groups, the health center developed a distinct goal, with specific objectives. The goal was “to see an increase of teens seeking family planning services at Taylor Health Center.” And the specific objectives were 1) “Taylor Health Center will see an increase of 25% in family planning appointments, ages 16-19 from Taylor, SC by September 2013.” 2) “Taylor Health Center will create an online presence on two main social media sites frequented by teens aged 16 to 19, as determined by preliminary research by March 2013.” Clearly, social media was a key component to their plan, and they explicitly defined the number of social media sites they would use to engage teens. Additionally, there was research done to determine which sites would be most appropriate to attract teens to family planning services.

These objectives were taken one step further with activities defined. Objective 2 activities included the following: Activity 2A- Taylor Health Center will join at least two social media sites, including Facebook, by January 2013; Activity 2B -Taylor Health center will update social media sites at least twice a day each week; Activity 2C - Taylor Health Center will receive assistance or professional development training on social media marketing by March 2013.

These activities are important to examine because they demonstrate the seriousness of social media, as well as the importance of having a clear social media strategy. To follow-up, when teens arrived at the Center they were asked how they heard about the center, as well as questions specifically about social media. These questionnaires were then reviewed by Center leadership to make appropriate changes to the social media plan.

Widgets



Web widgets are small stand-alone applications that can be embedded within a website, as opposed to desktop widgets that can be installed on your computer. Web widgets can be used to display video or photos, locate and display dynamic information, and display news feeds from other sources. The beauty of a widget is that someone else creates the application for you to repurpose on your website, blog, or Facebook page by copying the application code and placing it on your site. Generally you control where the widget is placed, but not necessarily what it displays.

Examples

International Planned Parenthood Federation

IPPF has a donation widget allowing site visitors to quickly donate money. Additionally, others who support IPPF can embed the widget onto their own websites or blogs to attract more donors. Learn more at <http://givemn.razoo.com/story/International-Planned-Parenthood-Federation>.

U.S. Office on Women's Health (OWH) Widget

Womenshealth.gov has created a widget to share useful, accurate information related to women's health. It is not only useful for sharing information, but also freely available for

your peers to embed your widget in their website or blog. Learn more at <http://www.womenshealth.gov/about-us/web-banner-widget/>.

Tips and Techniques

Search for widgets or build your own. Widgetbox lets you search for free widgets to install on your website or blog, or you can build your own (www.widgetbox.com). Find family planning widgets that display relevant Twitter feeds, news, resources, and videos from various sources. Build your own free Twitter widget to display on your website or Facebook page. Learn more at <http://bit.ly/qUm8cD>.

Spread the word and promote your widget. Ask blog sites and

social media in action

Fiesta Condoms

COMBINING COMMUNICATION CHANNELS TO IMPROVE REACH

Contact: DKT Turkey (www.dktinternational.org)

DKT Turkey is a social marketing enterprise designed to engage the private sector in condom promotion in Turkey. Turkey has high rates of unintended pregnancy and abortion due to a reliance on traditional family planning methods, such as the withdrawal method. DKT Turkey engaged in social media through multiple routes including, creating a new website, Facebook page, Google AdWords, e-newsletter, viral marketing, and banner advertisements to launch and promote a new brand of condom, Fiesta Condoms.

Additionally, DKT involved bloggers in their campaign to promote Fiesta condoms. There was an extensive video and picture campaign with videos uploaded to YouTube, and a Flickr page. These free social media outlets created increased exposure to Fiesta, boosting sales and increasing the uptake in condom use.

By engaging in multiple social media outlets, Fiesta brand condoms were able to use social media to sell their product, promote condom use, and engage in behavior change communication through the interactive nature of the campaign. The use of social media enabled dynamic conversations surrounding safe sex and family planning.

On a “condom per dollar” investment basis, online investment proved highly effective. An overall investment of \$1.55 million reaped 4.3 million condoms sold for a ratio of \$0.36 per condom. In contrast, the Internet investment of \$50,000 delivered 350,000 units sold for a ratio of \$0.14 per condom.

Facebook moderators gauged consumer interest by the number of fan “likes” and comments on each post, providing anecdotal information about what sparked interest and discussion. The Love Doctor, videos about condoms, and questions of a sexual nature tended to deliver the highest return.

For more information on DKT Turkey or the Fiesta brand condom, visit <http://www.dktinternational.org/country-programs/turkey/>

So What Happens Now?

Congrats! You've made it this far. You are now an expert on using social media, right? Well, not quite... But you are on your way to becoming more strategic in how you might use social media to support and grow the family planning work you are already doing. Like any other skill, it develops over time if you stick with it. This guide can help get you started, but it's up to you to take it to the next level. Reiterating what we said at the start of this document: knowing the basic types of social media is a start, but no one knows your organization and your audiences like you do.

Refer back to this document as often as needed to work through goals and objectives. You can download further copies at www.jsi.com. Visit the examples referenced to see what others are doing. Reach out to others – including staff, friends, and clients – to see how they are using social media, and if they have advice or experience to offer. Remember: this is **social** media. We encourage you to get social!

Appendix 1: Sample Social Media Metrics Spreadsheet

Once you've dipped your toes into boosting your social media presence, use this spreadsheet to begin tracking some simple metrics. Make sure to consider the **three most important metrics** you want to measure. Try tracking data for one month. Use this information to identify points of strength, areas you'd like to improve, and lessons learned. Next, set goals and objectives for increasing these metrics.

TWITTER WORKSHEET

Week	New Followers	Total Followers	Original tweets	Your RTs	@ Replies	RTs	Notes & Lessons Learned
1							
2							
3							

FACEBOOK WORKSHEET

Week	New Page Likes	Total Page Likes	Post Reach	Content Likes	Posts from Staff	Post from Fans	Notes & Lessons Learned
1							
2							
3							

What Else Can You Measure?

Here is a sample of some of the data you can measure from your Twitter account and Facebook page.

Twitter	Facebook Page
New Followers	New Page Likes How many new users like your page?
Your Retweets	Post Reach How many times have users viewed your post?
@ Replies How many users replied to your tweets?	Content Likes How many users liked a wall post?
RTs How many users retweeted your content?	Comments How many users commented on a wall post?
Links to Your Content How many times did you link to your website?	Posts from Staff How many wall posts came from you?
Links to Other Content How many times did you link to content on other sites?	Posts from Community How many wall posts came from other Facebook members?
New Following How many users did you start to follow?	Visits How many people visited your website from a Facebook link?
Original tweets How many tweets did you develop and post to your feed?	Lifetime Likes How many users overall like your page?

Appendix 2: Sample Tool for Organizing Social Streams HootSuite

This is a screenshot of HootSuite, which allows you to go to one place to monitor different social streams including Twitter, Facebook, LinkedIn, and Foursquare. There are similar tools (notably TweetDeck and Seesmic) that perform similar functions.



HootSuite.com

Appendix 3: Twitter Lingo

Don't let the Twitter lingo intimidate you. Here's a quick overview of some common Twitter speak.



Handle

This is your Twitter username. For example, John Snow, Inc. is generally referenced as @JSIHealth.

@Mention

Using the @username convention, you can “call out” specific users within your own feed. Use the “@” symbol followed by a Twitter username (@JSIHealth) to mention another user in your tweet. Other people can use this to reference you as well. Use the mention feature to start a conversation and highlight the good work of others. If you use the @ symbol, the referenced group will easily see that you mentioned them- its a great way to increase your visibility with a specific audience.

#Hashtag

The “#” symbol is also called a hashtag and is used to identify

key words (#familyplanning). Tagging your tweets with hashtags that others are using helps people to find your tweets in a search and allows users to click on the hashtag and find all tweets on that subject (that use the hashtag).

Retweet

Retweet means to forward on a message to your own network. If you see another tweet that would be interesting to your Twitter followers, click the Retweet button below the tweet to share it via your feed.

Reply

To reply is to respond. Hit the Reply button below a tweet to reply. Your reply will always begin with @username (the user you are responding to). If someone replies to your tweet, this is also considered an @ mention. Replies are public.

Direct Message

You can send messages that go to specific users and no one else, similar to sending an SMS message via your mobile phone. Send a private message to another Twitter user who follows you by adding D before their username.

#FF

This hashtag stands for “Follow Friday.” Twitter users often suggest who others should follow on Fridays by tweeting with the hashtag #FF.

#TBT

This hashtag stands for “Throwback Thursdays.” Users usually post images and references to past events, usually many years old.

Appendix 4: Facebook Pages vs. Facebook Groups

Facebook Pages and Groups serve different functions though they have many overlapping features. Either is a reasonable option; it just depends on what you are using it for. How do you decide what's best for you?

Pages

- Intended to allow organizations and businesses to engage with fans and customers.
- Created and managed by authorized users from your organization.
- Page information and posts are public and viewable by anyone on Facebook.
- Anyone on Facebook can like your Page.
- People who like your Page will see your updates in their News Feed.

Groups

- Intended as a closed space for a group of people to communicate around a shared interest.
- Allows for additional privacy settings for closed groups.
- Group members must be approved or added by other group members.
- Group members can participate in updating the Group page.
- Mass messaging (sent using Facebook's email system) is possible if group is 5,000 people or less.

	Groups	Pages
Mass Messaging	✓*	✗
Indexed By Google	✓	✓
Stream Publishing	✓	✓
Targeted Stream Posts	✗	✓
Targeted Updates	✗	✓
Support For Applications	✗	✓
Membership Restrictions	✓	✗
Event Inbox Messaging	✓	✗
Engagement Metrics	✗	✓
Promotional Widgets	✗	✓
Vanity URLs	✗	✓

* messaging is restricted once a group grows past 5,000 members
Source: AllFacebook.com

Facebook Pages vs. Groups. Source: All Facebook.com

To help you decide which choice makes sense for your needs, the website AllFacebook.com created the chart above to compare features

Organizations and Groups Utilizing Social Media Referenced by this Toolkit

AIDS.gov

www.aids.gov

USAID | DELIVER Project

deliver.jsi.com

DKT International

dktinternational.org

Family Planning Association, New Zealand

www.familyplanning.org.nz

Fiesta Condoms

www.fiestacondom.com

International Planned Parenthood Federation

www.ippf.org

MCHIP

www.mchip.net

MTV Staying Alive

stayingalivefoundation.org

Our Bodies Our Blog

ourbodiesourblog.org

Prudence Condoms

www.useprudence.com.br

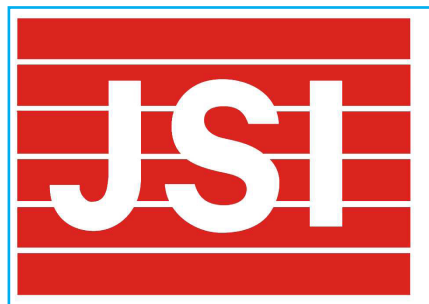
Reproductive and Child Health Research Unit

rcru.org

between Groups and Pages. For more information, visit <http://bit.ly/rlqf4K>

References

- 1 Webster, T. (2011). *The Social Habit 2011: The Edison Research/Arbitron Internet and Multimedia Study 2011*. Edison Research: New Jersey. Accessed online at <http://bit.ly/r7a5Dd>
- 2 Pew Internet & American Life Project (2011). *The Social Life of Health Information, 2011*. <http://bit.ly/lzVbq7> Accessed July 14, 2011.
- 3 Pew Internet & American Life Project. *Smartphone Adoption and Usage, July 2011*. <http://bit.ly/pTPGZS>, Accessed July 14, 2011.
- 4 Pew Internet & American Life Project. *Cell Phone Ownership* <http://bit.ly/1dmuQs>. Accessed October 29, 2013.
- 5 YouTube. *Setting Up Your Nonprofit Channel*. http://www.youtube.com/t/ngo_tips. Accessed August 2, 2011.
- 6 Purdy, CH. (2011). Using the Internet and social media to promote condom use in Turkey. *Reproductive Health Matters*, 2011 May;19(37):157-65. Accessed online at <http://www.ncbi.nlm.nih.gov/pubmed/21555096>



44 Farnsworth Street, Boston, MA 02110
WWW.JSI.COM
October 2013