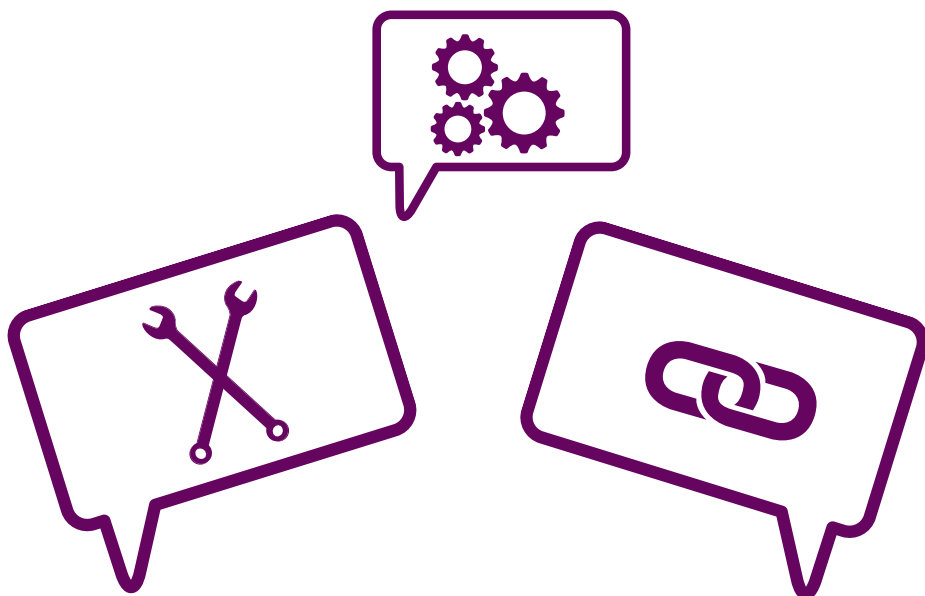


# SOCIAL MEDIA

## 101



VIRGINIA ABC  
COMMUNITY HEALTH & ENGAGEMENT  
TOOLKIT SERIES

the  $\mathbb{R}^n$  is a linear space over  $\mathbb{R}$  with the usual addition and scalar multiplication. The inner product is defined by

$$\langle x, y \rangle = \sum_{i=1}^n x_i y_i \quad (1)$$

where  $x = (x_1, \dots, x_n)$  and  $y = (y_1, \dots, y_n)$  are vectors in  $\mathbb{R}^n$ .

The norm of a vector  $x$  is defined by

$$\|x\| = \sqrt{\langle x, x \rangle} = \sqrt{\sum_{i=1}^n x_i^2} \quad (2)$$

and the distance between two vectors  $x$  and  $y$  is defined by

$$d(x, y) = \|x - y\| = \sqrt{\sum_{i=1}^n (x_i - y_i)^2} \quad (3)$$

where  $x = (x_1, \dots, x_n)$  and  $y = (y_1, \dots, y_n)$  are vectors in  $\mathbb{R}^n$ .

The distance between two points  $x$  and  $y$  in  $\mathbb{R}^n$  is defined by

$$d(x, y) = \sqrt{\sum_{i=1}^n (x_i - y_i)^2} \quad (4)$$

where  $x = (x_1, \dots, x_n)$  and  $y = (y_1, \dots, y_n)$  are points in  $\mathbb{R}^n$ .

The distance between two points  $x$  and  $y$  in  $\mathbb{R}^n$  is defined by

$$d(x, y) = \sqrt{\sum_{i=1}^n (x_i - y_i)^2} \quad (5)$$

where  $x = (x_1, \dots, x_n)$  and  $y = (y_1, \dots, y_n)$  are points in  $\mathbb{R}^n$ .

The distance between two points  $x$  and  $y$  in  $\mathbb{R}^n$  is defined by

$$d(x, y) = \sqrt{\sum_{i=1}^n (x_i - y_i)^2} \quad (6)$$

where  $x = (x_1, \dots, x_n)$  and  $y = (y_1, \dots, y_n)$  are points in  $\mathbb{R}^n$ .

The distance between two points  $x$  and  $y$  in  $\mathbb{R}^n$  is defined by

$$d(x, y) = \sqrt{\sum_{i=1}^n (x_i - y_i)^2} \quad (7)$$

where  $x = (x_1, \dots, x_n)$  and  $y = (y_1, \dots, y_n)$  are points in  $\mathbb{R}^n$ .

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# SOCIAL MEDIA 101

Social media allows health communicators to reach their audience tactically through tailored messaging. This toolkit provides information to assist any group, organization, or individual to develop education and prevention messaging through social media channels. Please keep in mind that social media is one tool in a larger communication strategy. Be sure to consider your overarching communication strategy when developing social media content.

The purpose of this toolkit is to provide resources and information to any group, organization or individual looking to **create a social media campaign.**



# IDENTIFY YOUR TARGET AUDIENCE AND THEIR NEEDS

You can develop messages that are specific to the concerns, needs, and desires of a particular demographic. Understanding what's important to your audience will increase the effectiveness of your social media efforts. The more you know about your target audience needs the better you can reach them with tailored messaging and activities. Developing tailored messaging can encourage participation, conversation, and community. All of which can influence decision making, spread key messages, and promote behavioral change.

---

## WHO ARE THEY?

- Age
  - Gender
  - Occupation
  - Ethnicity
  - Family status
  - Cultural background
- 

## WHERE DO THEY LIVE?

- City
  - State
  - Zip code
  - Country
- 

## WHAT DO THEY WANT WITH YOUR PROGRAM/RESOURCES?

- How does the program/resource improve their life?
  - How will they benefit?
  - Is the message/program a priority to them?
- 

## WHAT ARE THEIR KNOWLEDGE GAPS?

- Health literacy
  - Health literacy is an individual's capacity to obtain, process, and understand basic health information and services needed to make appropriate health decisions.
- What do they know?

# SELECTING SOCIAL MEDIA CHANNELS

When selecting channels for your social media campaign there are several things to consider. The first is what channels do your target audience prefer. The best way to determine this is to research current generation marketing trends. Another aspect to consider is what channels are currently the most effective in reaching your audience and what is the best platform for getting your message across.



## Instagram

- Instagram captions should be under 125 characters for the entire caption to be visible in the Instagram feed.



## Facebook

- Facebook post length should be 40-50 characters. This is the ideal length for posts and allows for the entire post to appear on the newsfeed.



## Snapchat

- Snapchat videos should be under one minute.



## Twitter

- Tweets should be limited to 140 characters so they can be visible even on mobile text messages. Hashtags should also be limited to one or two.



## Pinterest

- Incorporate videos to drive engagement. Share different images and information about your business, such as customer testimonials, events, programs, etc.



## Youtube

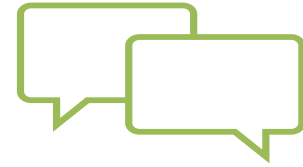
- Youtube is a great tool for connecting with a community. When creating advertisements for Youtube it's important to create videos that are engaging and tell a story.



## TikTok

- TikTok users enjoy content that is funny and feels authentic. Sharing videos that show behind the scenes or "how-to" videos on the platform that followers can't find elsewhere.

# DEVELOP MESSAGING



Social media is a powerful communication channel for reaching your target audience. It's important to develop messaging that is tailored to your audience's concerns, needs, and desires.

<p><b>Keep posts simple, direct, and concise</b></p>	<p>Here is an example of a simple, direct, and concise social media post:</p> <ul style="list-style-type: none"> <li>- What is binge drinking? The CDC defines binge drinking as consuming 5 or more alcoholic drinks for males or 4 or more alcoholic drinks for females on the same occasion on at least 2 days in the past month. #AlcoholAwarenessMonth</li> </ul> <p>Here is an example of a long excessive social media post.</p> <ul style="list-style-type: none"> <li>- Binge drinking, or drinking more than four drinks at one time, can increase the likelihood of a drinker to have alcohol poisoning. Alcohol poisoning occurs when an excessive amount of alcohol is consumed, resulting in a high blood alcohol concentration (BAC). A large volume of alcohol in the bloodstream causes the body and its major functioning organs like the brain to consequently shut down. Immediately call 911 if anyone displays one of these symptoms:</li> </ul> <ul style="list-style-type: none"> <li>• Confusion</li> <li>• Slow or no reflexes or response</li> <li>• Difficulty or inability to remain conscious</li> <li>• Vomiting</li> <li>• Trouble breathing</li> <li>• Clammy, pale, or bluish lips</li> <li>• Seizures</li> </ul>
<p><b>Call-to-action posts</b></p>	<p>-In call to action posts you're asking your followers to interact, and this increases the reach of your content.</p> <p>- Examples:</p> <ul style="list-style-type: none"> <li>• Grab yours now- link to content</li> <li>• Will you be there?- link to event</li> <li>• What are your thoughts on this (topic)? - link to article if applicable</li> <li>• Share your thoughts below</li> </ul>
<p><b>Add in custom images when using weblinks</b></p>	<p>- Adding in custom images when using weblinks increases the chances your followers will click on a link. It provides a visual that can grab their attention while they are scrolling.</p>
<p><b>Mix it up!</b></p>	<p>- Avoid posting the same content all of the time. Mixing up content to promote resources and or programs can help increase engagement and reach.</p> <p>- Example:</p> <ul style="list-style-type: none"> <li>• Cold showers, hot coffee, or walking will not reverse the effects of alcohol overdose.If you suspect someone is experiencing an alcohol #overdose, seek call 911 immediately. Check out the facts here:</li> </ul>

# GATHERING ANALYTICS



Social media analytics are the campaign's data that you gather and examine. They allow your organization to determine how your social activities are influencing your business results and if they are meeting your communication strategy's goals and objectives.

---

## What social media analytics should your organization be looking at?

### Followers

- Followers are the number of people who subscribe to your page in order to receive regular updates

### Reach

- Organic reach: the number of times your content is displayed for free on the organization's page or the audience's newsfeed
- Paid reach: the number of times paid content is displayed. (Examples would be social media ads or boosted posts.)
- Strong social media reach indicates the number of potential users that you can communicate with when creating posts for your social media campaign

### Engagement

- Engagement measures how many people are interacting with your social media page. Examples include likes, comments, saves, clicks, and mentions
- Engagement rate measures the level of interactions by followers. This is calculated by  $\text{total engagement} / \text{total followers} \times 100$ . Engagement rate is a more accurate representation of content performance than just simply looking at the number of likes, shares, and comments
- Strong social media engagement indicates that your social media campaign is making an impact in the market



# SOCIAL MEDIA GROWTH

## FOLLOWERS

How to increase followers for your organization's **social media campaign**



USE WELL-KNOWN HASHTAGS

(but check them first to make sure they work for your message!)



ENCOURAGE ENGAGEMENT by making posts easily sharable



LINK TO THE WEBSITE (if one exists)



USE PHOTOS AND VIDEO

▶ ▶ ▶ TAG APPROPRIATE PARTNERS

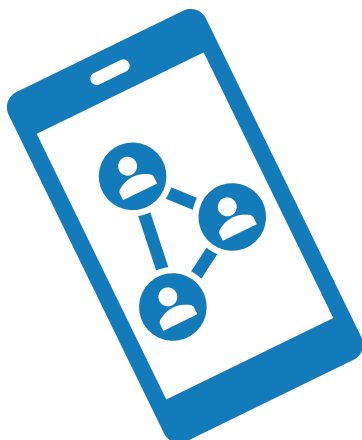


CROSS MARKET by sharing your organization's social media platform on other marketing materials

RECOGNIZE AND RESPOND TO COMMENTS AND QUESTIONS

CREATE SHARE-WORTHY CONTENT

ENGAGE IN CONVERSATIONS WITH YOUR FOLLOWER AND PARTNERS



ASK PARTNERS TO FOLLOW YOUR SOCIAL MEDIA PAGE(S)

# REACH



Increasing **organic social media reach** for your social media campaign



**ASK PARTNERS TO SHARE YOUR SOCIAL MEDIA CAMPAIGN**

▶ ▶ ▶ **ENGAGEMENT** - respond to comments fast and often



**CONTENT** - Post meaningful and engaging content tailored to your audience



**TIME TO POST**-It's important schedule social media posts for when your target audience is most likely to be online

**LEARN BEST PRACTICES FOR YOUR PERSPECTIVE SOCIAL MEDIA PLATFORMS**

**CONNECT** - connect with partners, followers and organizations to help build an online community



**CALL TO ACTION POST(S)** - Did the post ask followers to click a link?



**POST REGULARLY**

**FOCUS ON VALUE**

# SOCIAL MEDIA GROWTH ENGAGEMENT



Increasing engagement for  
your organizations **social  
media campaign**



**INTERACT** with mentions and  
comments on social media pages

## SOCIAL MEDIA BRAND VOICE



### Character

- Friendly
- Professional
- Authoritative
- Inspiring

### Tone

- Personal
- Clinical
- Scientific
- Direct
- Honest

### Language

- Complex
- Simple
- Serious
- Fun

### Purpose

- Engage
- Educate
- Amplify
- Sell

# SOCIAL MEDIA TOOLS



## Canva ([www.canva.com](http://www.canva.com))

- Canva is a free graphic-design tool website. Canva makes graphic design amazingly simple for everyone, by bringing together a drag-and-drop design tool with a library of more than 1 million stock photographs, graphic elements and fonts

## Hootsuite ([www.hootsuite.com](http://www.hootsuite.com))

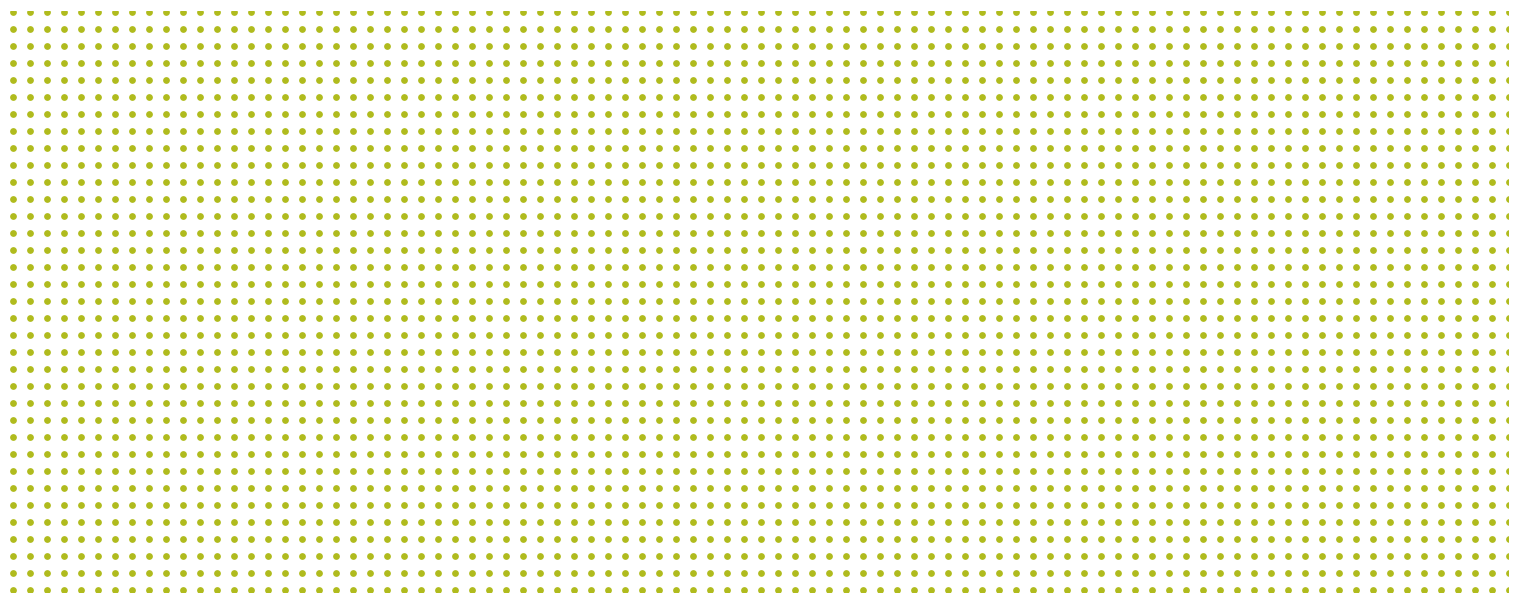
- Hootsuite is a social media management platform that takes the form of a dashboard, and supports social media integration for Facebook, Twitter, Instagram, LinkedIn, Pinterest and Youtube.

## Sprout Social ([www.sproutsocial.com](http://www.sproutsocial.com))

- Sprout Social offers social media engagement, publishing analytics, listening and reporting solutions to help you understand your audience, engage your community and measure performance Canva is a free graphic-design tool website.

## HubSpot ([www.hubspot.com](http://www.hubspot.com))

- HubSpot is an all in one inbound marketing software. The software integrates all your marketing efforts such as social media, email and CRM into a single platform so you are able to access your results across all marketing channels.



# SOCIAL MEDIA STRATEGY TEMPLATE

## WHO IS YOUR CUSTOMER?

What generation does your customer fall into?

What gender do they identify as?

What is their education level?

Where do they live?

Now that you know who your audience is you'll be able to create key messaging, graphics and videos that peak your audience's interest.

## WHAT ARE YOUR GOALS?

Are your programs or organization well-known?

Do you need to increase visibility?

Do you need more traffic to your website?

Do you need more program participants?

Do you need more collaborative partners?

Using what you have found it's time to set some goals for your social media campaign. These goals should tie into the organization's overall brand and business goals. When making goals be sure that they are specific, measurable, achievable, relevant, and time-bound.

## WHERE IS YOUR AUDIENCE?

Is your audience online?

What social media platforms do they use?

Would they belong to social or professional organizations?

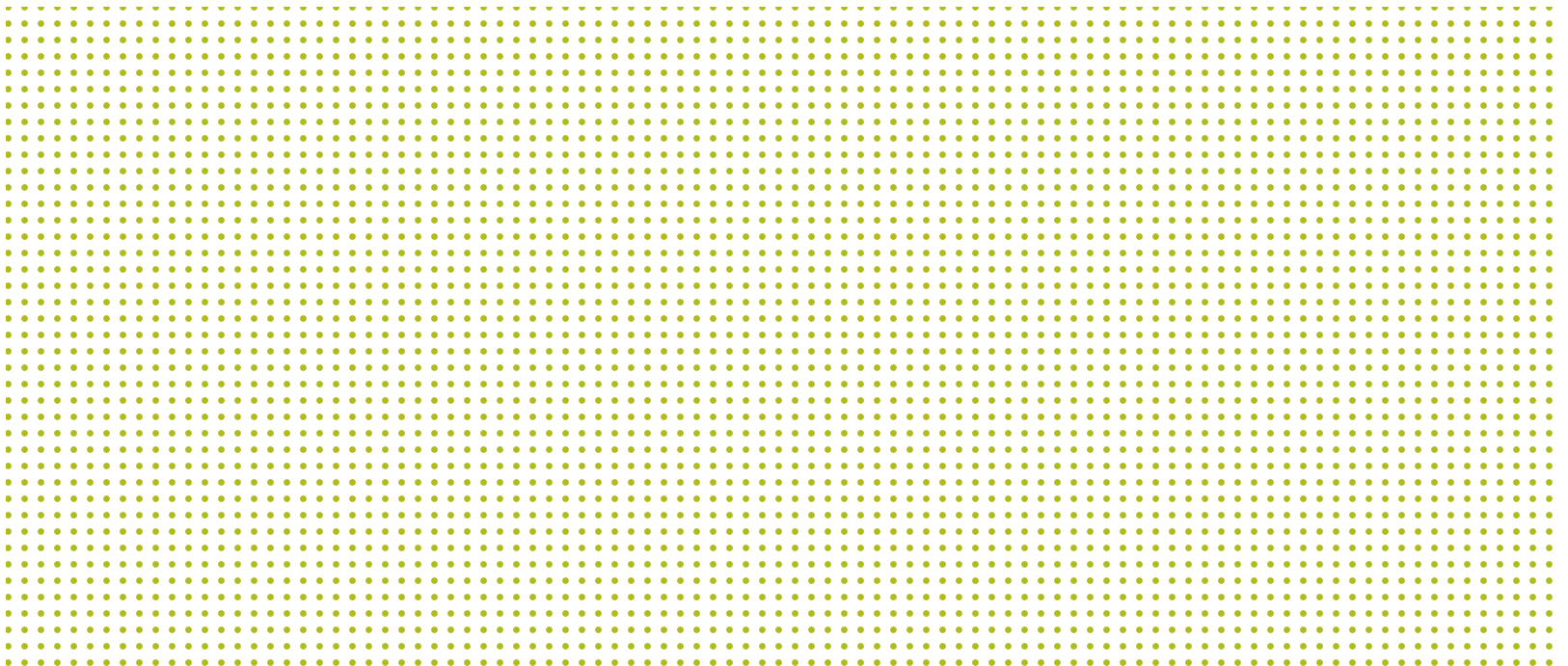
What newsletters, publications do they read?

Now that you know where your audience is you'll be able to decide which social media platforms to use and how to best reach them.

# SOCIAL MEDIA STRATEGY TEMPLATE



<b>WHEN WILL YOU COMMUNICATE?</b>	
How often will you post on social media?	
Will you use visuals/videos?	
What time of day is your audience online?	
Use what you have found to help determine how often and when you'd like to post on your social media platforms. Next steps will be to create your content calendar and strategy with the audience in mind.	
<b>WHAT DIFFERENTIATES YOU?</b>	
What's your elevator pitch?	
Gather testimonials	
What makes your program/organization unique from competition?	
It's important to keep this information top of mind. Remind your audience of what makes you different and unique as well as being open and listening to your audience along the way.	



# RESOURCES

## Social Media at CDC

([www.cdc.gov/socialmedia/index.html](http://www.cdc.gov/socialmedia/index.html))

The Substance Abuse and Mental Health Services Administration (SAMHSA) promotes and implements prevention strategies to reduce the impact of mental and substance use disorders in America's communities.

## Canva

([www.canva.com](http://www.canva.com))

Canva is a free graphic-design tool website. Canva makes graphic design amazingly simple for everyone, by bringing together a drag-and-drop design tool with a library of more than 1 million stock photographs, graphic elements and fonts.

## Hootsuite

([www.hootsuite.com](http://www.hootsuite.com))

Hootsuite is a social media management platform. It takes the form of a dashboard, and supports social network integrations for Twitter, Facebook, Instagram, LinkedIn and YouTube.

## Wideo.co

([www.wideo.co](http://www.wideo.co))

Wideo is an online video creation platform that enables users to create, edit, and share online videos.

## Virginia ABC Community Health & Engagement Resources

Virginia ABC Community Health & Engagement provides programming and resources for all age groups. Please call or visit us online for more information.

Phone: 804-977-7440

E-mail: [education@abc.virginia.gov](mailto:education@abc.virginia.gov)

Web: [www.abc.virginia.gov](http://www.abc.virginia.gov)

 [@VirginiaABCEducationAndPrevention](https://www.facebook.com/VirginiaABCEducationAndPrevention)

## Miss Virginia School Tour

In partnership with Virginia ABC, Miss Virginia travels across Virginia to elementary schools spreading a message of health, wellness and prevention with students and teachers.

## Being Outstanding Leaders Together (BOLT) Against Drugs and Alcohol

BOLT provides drug and alcohol prevention knowledge to middle school students through regional community collaboration and high school peer leadership.

## Power of Parents

In partnership with Mothers Against Drunk Driving, Power of Parents is designed to empower parents of middle and high school students through resources and training to have ongoing, intentional conversations about the dangers and consequences of underage drinking.

### **Youth Alcohol and Drug Abuse Prevention Project (YADAPP)**

A high school youth-led leadership conference equipping teens with a strategic plan and empowering them to keep their schools and communities alcohol and drug free.

### **Virginia Office for Substance Abuse Prevention (VOSAP)**

An organization that promotes collaboration among state and local agencies, organizations, coalitions and faith communities that address substance abuse prevention.

### **Higher Education Alcohol and Drug Strategic Unified Prevention (HEADS UP)**

Strengthening and supporting the mission of healthy and safe campus-communities through strategic initiatives, resources and capacity building.

### **Project Sticker Shock**

Supplies are provided to community groups in an effort to decrease social providing. The project includes stickers being placed on alcohol packaging reminding buyers to not provide to minors and is done in conjunction with a press event to help raise awareness.

### **Virginia Higher Education Substance Use Advisory Committee (VHESUAC)**

VHESUAC is led by an Executive Council and Workgroup that develop and update a statewide strategic plan for substance use education, prevention and intervention at Virginia's institutions of higher education.

### **Licensee Training Resources**

Courses are offered to help licensees become more responsible and to better understand Virginia laws, rules and regulations. The courses are available online and in classroom settings, instructed by a team of Virginia ABC special agents in your region.

### **Seller/Server Training Approval Program (STAP)**

A program that approves alcohol server responsibility courses provided through external providers to licensees in Virginia.

### **Education and Prevention Resources**

Publications, toolkits, public service announcements and online trainings are available to the general public at no cost.

### **Grant Program**

Alcohol education and prevention grants assist community partners to develop and enhance initiatives related to alcohol education and prevention. Grant cycle is July through June with applications due in the spring.







Virginia Alcoholic Beverage Control Authority  
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