

Using Social Media
to Support your
Communities

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DH

The here and now

Now, more than ever, is there a need for connection.

Now, more than ever, is it critical to provide prevention resources.

Goals for this training

We want to give you ideas and inspiration to help support communities.

- **Increase connectivity** during a time of isolation
- **Promote protective factors** and continue to build resilience
- Provide **resources and information** to support wellbeing

The ground we will cover

1. Platform functions
2. Publishing principles
3. Content strategies

Reflection Questions

Prompts to help you start writing your own social media strategy.

When you see a prompt, take a moment to reflect and capture your ideas.



01

Platform Functions



Platform functions - Facebook

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

- Great for longer content: long-form videos, article re-shares, or links to resources and web pages
- Leans slightly more formal
- Facebook, Instagram, YouTube, Twitter/Periscope, TikTok and Twitch are all platforms that have seen the use of the **Live function double in the past week**

Platform functions - Instagram

Instagram

- Shorter-form content
- Visually-dominant, cultivating dialogue
- Leans slightly more playful and casual
- *25% increase in engagement on Instagram in the past month*

Increasing your Follower Base

- Plug your social presence in your other communication channels (include social icons and links in your e-news, eblasts, etc.)
- Recruit your internal team members to follow you and share your page content, if they aren't already!
- Share and tag partner organizations' pages as you publish content.
- Consider boosting a few of your first posts - it only takes a few dollars to create impact
- Publish content your existing followers can and would want to share to their own profiles. This will extend your reach into new audience groups and help drive new traffic to your page

Platforms: Reflection Time

- What platform will you use?
- What tools do you already have to get the word out?

Take a moment to capture a few ideas



02

Publishing Principles



Be mindful of the climate

- What your audiences need most from you
- Acknowledge new stressors
- Lead with authenticity

Remember your audience



Time-saving tips

- Develop your content in batches
- Share, share, share
- Leverage user-generated content

Quality over quantity

Aim to post three times a week

- Post #1 - Interactive
 - Call and response, ask a question for followers to respond to, go Live, share a webinar
- Post #2 - Resources
 - Apps to feature, a resource your organization or another is providing
- Post #3 - Encouragement
 - Virtual encouraging messages from your team, sharing viral “feel-good” stories



03

Content Strategies



What is driving our content choices?

Remember, our goals for these platforms are to:

- **Increase connectivity** during a time of isolation
- **Promote protective factors** and continue to build resilience
- Provide **resources and information** to support wellbeing

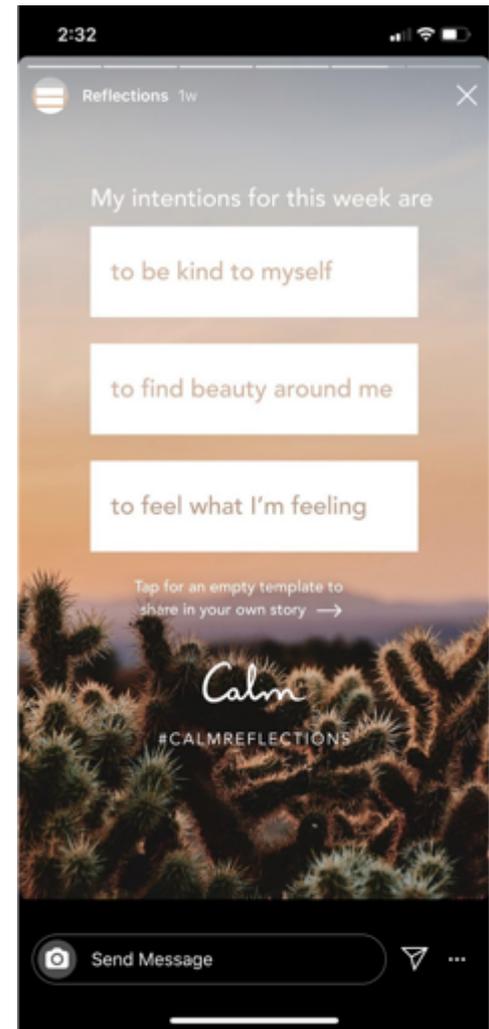


Interactive Strategy

Interactive - Calm

#CalmReflections - Calm Instagram profile

- Share this template to your profile or Story
- Invite followers to engage in their own reflection, writing in their own responses to prompts
- Ask followers to share their reflections to their own Story
- Leverage this user-generated content on your Page. It'll create an impact, as followers see what others have shared.

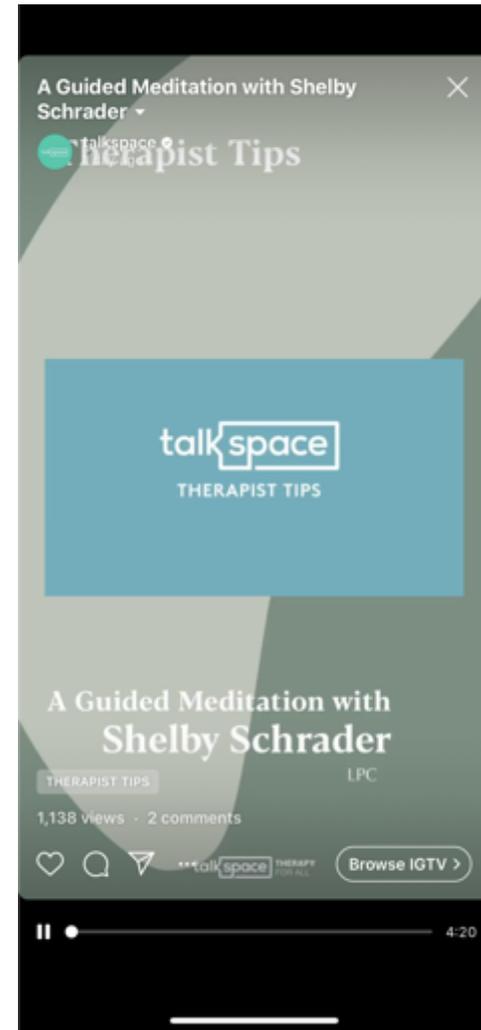
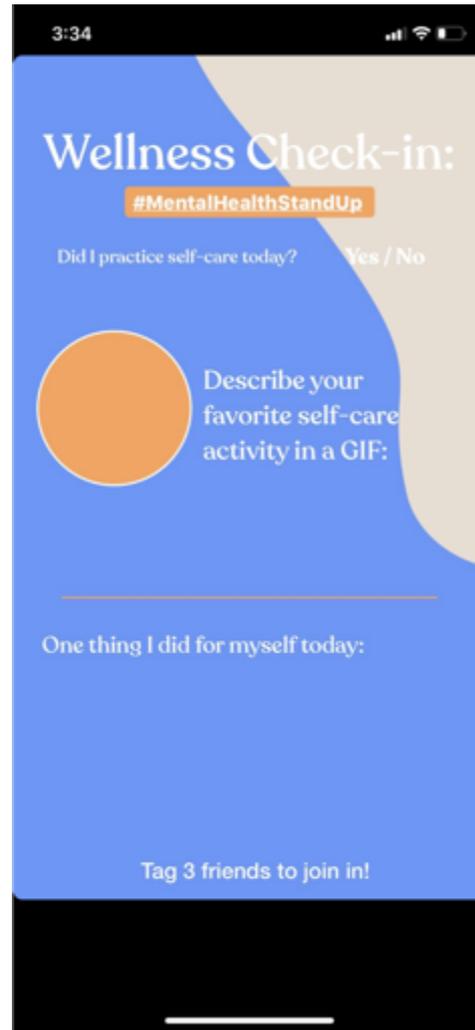


Interactive - Talkspace

Wellness Check-ins - engage your audience in a reflective activity that they can then share to their own profile.

- Leverage the user-generated content back on your page

Promote and share IGTV's or Facebook Lives that might provide value to your followers, like a guided meditation from Talkspace or Calm



Interactive - download and share

Downloadable activities - Provide something for children to engage with, like a downloadable coloring page

- This can become something followers can share to their page, allowing you to re-share to your profile too.



MultiCare Health System – Inland NW

April 7 at 9:50 AM · 🌐

Looking for another way to participate in our #HopeGrowsHere movement?

This coloring book is ready to be filled with creativity, thanks to local artist Nina Hartman 🌸 🌻

Head to <https://multica.re/coloringbook> to download today





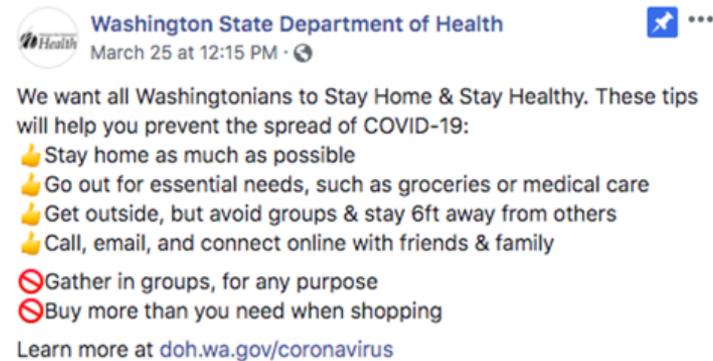
Sharing Resources

Resources - blogs and podcasts

Share resources from your network partners and from state and federal agencies, as updates and orders continue to roll out.

Consider sharing resources like these from Washington DOH:

- Stay Home, Stay Healthy do's and don'ts post & link to website
- Wellness Washington **podcast** (available in Spanish)
- **Blogs**- how to have conversations with your kids about COVID-19



Washington State Department of Health
March 25 at 12:15 PM · 🌐

We want all Washingtonians to Stay Home & Stay Healthy. These tips will help you prevent the spread of COVID-19:

- 👍 Stay home as much as possible
- 👍 Go out for essential needs, such as groceries or medical care
- 👍 Get outside, but avoid groups & stay 6ft away from others
- 👍 Call, email, and connect online with friends & family
- 🚫 Gather in groups, for any purpose
- 🚫 Buy more than you need when shopping

Learn more at doh.wa.gov/coronavirus



Stay Home. Stay Healthy.

Do:

- Stay home as much as possible.
- Go out for essential needs, such as grocery or medical care.
- Get outside, but avoid groups and stay six feet away from others
- Call, e-mail and connect online with friends and family.

Don't:

- Gather in groups for any purpose, at home or outside.
- Buy more than you need when shopping. Save some for your neighbors.

Source: Washington State Department of Health

Resources - blogs and podcasts



Washington State Department of Health

18 hrs · 🌐



What is currently happening in Washington State with the response to the new coronavirus (#COVID19)? What if you can't pay your mortgage or rent? How do we handle stress during the pandemic? Today we answer these questions on the new podcast Wellness Washington.

⚙️ · [See original](#) · [Rate this translation](#)



MEDIUM.COM

Nuevo podcast en Español de BienestarWA

Bienvenido al nuevo podcast Bienestar. Estamos aquí para conversar de...



Washington State Department of Health

15 hrs · 🌐



We learned this week that public and private K-12 schools will stay closed through the end of the 2019–2020 school year. Although schools are closed from providing traditional in-person instruction, education will continue. This is a big disruption for our kids! Here are some tips that may help you and your child navigate this stressful time.



MEDIUM.COM

Talking to kids about school staying closed

This week we learned that schools will stay closed through the end of th...



12 Shares

Resources - Webinars

Consider sharing webinars from strategic partners for your followers to engage with.

- Schedule a post following the webinar to ask followers to comment on what they enjoyed, or needed to hear
- Follow the webinar post with a live Q&A discussion with a subject matter expert, or member of your team



Mental Health America

Yesterday at 12:30 PM · 🌐



The coronavirus pandemic is impacting all of us in different ways. Whether we are experiencing job insecurity or loss, are stuck at home alone, or are juggling work and children, it can be easy to begrudge ourselves over how we feel, how we are using our time, and what we can control. Many of us are learning and noticing how we talk to ourselves and how our friends, colleagues, and those we support talk to themselves, even in the midst of a global health crisis.

Join us for this 60-minute webinar on Friday, April 10 at 2:15 PM ET on self-compassion where we will discuss:

- ➡ The science behind why we are so hard on ourselves;
- ➡ The research behind self-compassion and its impact on our wellbeing; and
- ➡ Self-compassion tools to practice and share with others.

Click the link below to register for the webinar





Mental Health America Webinars

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WEBINAR: How to Increase Our Resiliency to Isolation and Loneliness During the COVID-19 Crisis

454 views • 4 days ago

As our communities face the growing impacts of COVID-19, it's natural for many people to become trapped in thought patterns of fear and helplessness. It's especially difficult when we can't spend t...



WEBINAR: COVID-19 - How to Support Ourselves and Others Through Times of Fear and Isolation

1K views • 1 week ago

Peer, Friend, and Self Support in the COVID-19 Crisis: How to Provide Support for Ourselves and Others Through Times of Fear and Isolation Peer support during times of crisis is not a new topic, b...



WEBINAR: Wellness Routines for Uncertain Times

985 views • 1 week ago

Daily practices and pursuing meaningful goals are major parts of wellbeing for many people. In times of crisis, however, these practices may fall to the wayside or fail to serve us. With many indiv...

Resources - Worksheets and Reflections

Consider sharing **resources for followers to download and interact with**, like this States of Change worksheet from BetterHelp.

BetterHelp
March 13 · 🌐

The stages of change (precontemplation, contemplation, preparation, action, maintenance, and relapse) depict the typical course of recovery when dealing with addictions, but they can be used with any difficult change.

Therapist Aid 🌱 tools for mental health professionals

THERAPIST AID.COM
Stages of Change (Worksheet) | Therapist Aid
The stages of change (precontemplation, contemplation, p...

👍❤️ 29 2 Comments 8 Shares 🌐

👍 Like 💬 Comment ➦ Share

Providing Resources: Reflection Time

What resources can your organization provide during this time?

- What does your audience need from you right now?
- What programs, services or information could meet your audience's needs or feel relevant during this time?

Take a moment to write down a few ideas



Making space for
connection

Virtual Greetings

The YMCA of the Inland Northwest

Connecting to audiences emotionally, with messages of support, hope and unity, is winning the day.

Consider leveraging your internal team and resources to publish video messages to share on your social platforms.

 YMCA of the Inland Northwest is 😊 feeling grateful.
April 2 at 5:03 PM · 🌐

Deborah, Health & Wellness Director at the North Spokane YMCA just checking in with everyone! 😊



Going Live

What relationships can you leverage to create or share videos on your feed?

- **Ask subject matter experts** to offer advice and tips to stay healthy
- **Instagram takeovers** - have a staff member (or student!) take over Instagram to post about their healthy practices

University of Washington
6 mins · 🌐

"Right now I think we really want to go back to the basic dance steps of relationships," says Jonathan Kanter, UW psychologist. "And the basic dance step is for people to talk about how they really feel."

are impacting others with our emotions and with our behavior because we're

35 Views

University of Washington News
12 mins · 🌐

Have you been feeling more anxious than usual? Jonathan Kanter, a UW psychologist, wants you to know that those feelings are completely normal during this time....
[See More](#)

Like Page

Connection: Reflection Time

Who can you approach to “go Live” on social?

- Share a warm greeting?
- To host a discussion?
- Facilitate a Q&A video?

Take a moment to write down a few ideas

Acknowledging New Stressors

Trevor Project - encouraging reminders, include a question in your post, “*How are you being kind to yourself today?*”

Be gentle
with yourself.
you're doing
the best
you can.



Acknowledging New Stressors

I Don't Mind - a mental health awareness campaign with a social strategy of providing and promoting questions to check-in with loved ones





Discussion