# NASTAD

## Effectively Engaging Community in the Ending the HIV Epidemic Process Through Digital Technology Webinar Series

Exploring Digital Resources and Strategies to Expand HIV Services to Community

# Objectives

- Explore where social media fits into social marketing

- Understand how impactful social media is in the everyday lives of folks and why media matters.

- Identify how HIV public health engagement and messaging have been used on social media and technology.

# Social Media for Social Marketing

## Social Marketing

the use of marketing theory, skills, and practices to achieve social change.

## Social Media

websites and applications that enable users to create and share content or to participate in social networking.

# What do the data say?

Social marketing is an established effective behavioral change model for several public health issues, including HIV.

**Use of different online platforms by demographic groups**

*% of U.S. adults who say they ever use the following online platforms or messaging apps*

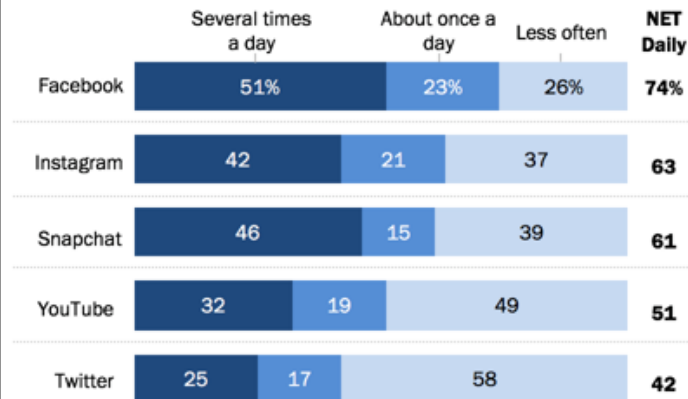| | YouTube | Facebook | Instagram | Pinterest | LinkedIn | Snapchat | Twitter | WhatsApp | Reddit |
|---|---|---|---|---|---|---|---|---|---|
| U.S. adults | 73% | 69% | 37% | 28% | 27% | 24% | 22% | 20% | 11% |
| Men | 78 | 63 | 31 | 15 | 29 | 24 | 24 | 21 | 15 |
| Women | 68 | 75 | 43 | 42 | 24 | 24 | 21 | 19 | 8 |
| White | 71 | 70 | 33 | 33 | 28 | 22 | 21 | 13 | 12 |
| Black | 77 | 70 | 40 | 27 | 24 | 28 | 24 | 24 | 4 |
| Hispanic | 78 | 69 | 51 | 22 | 16 | 29 | 25 | 42 | 14 |
| Ages 18-29 | 91 | 79 | 67 | 34 | 28 | 62 | 38 | 23 | 22 |
| 18-24 | 90 | 76 | 75 | 38 | 17 | 73 | 44 | 20 | 21 |
| 25-29 | 93 | 84 | 57 | 28 | 44 | 47 | 31 | 28 | 23 |
| 30-49 | 87 | 79 | 47 | 35 | 37 | 25 | 26 | 31 | 14 |
| 50-64 | 70 | 68 | 23 | 27 | 24 | 9 | 17 | 16 | 6 |
| 65+ | 38 | 46 | 8 | 15 | 11 | 3 | 7 | 3 | 1 |
| <$30,000 | 68 | 69 | 35 | 18 | 10 | 27 | 20 | 19 | 9 |
| $30,000-$74,999 | 75 | 72 | 39 | 27 | 26 | 26 | 20 | 16 | 10 |
| $75,000+ | 83 | 74 | 42 | 41 | 49 | 22 | 31 | 25 | 15 |
| High school or less | 64 | 61 | 33 | 19 | 9 | 22 | 13 | 18 | 6 |
| Some college | 79 | 75 | 37 | 32 | 26 | 29 | 24 | 14 | 14 |
| College+ | 80 | 74 | 43 | 38 | 51 | 20 | 32 | 28 | 15 |
| Urban | 77 | 73 | 46 | 30 | 33 | 29 | 26 | 24 | 11 |
| Suburban | 74 | 69 | 35 | 30 | 30 | 20 | 22 | 19 | 13 |
| Rural | 64 | 66 | 21 | 26 | 10 | 20 | 13 | 10 | 8 |

Note: Respondents who did not give an answer are not shown. Whites and blacks include only non-Hispanics. Hispanics are of any race.
Source: Survey conducted Jan. 8-Feb. 7, 2019.

**PEW RESEARCH CENTER**

Pew Research Center, 2019

# How Often Are People On Social Media?



**Roughly three-quarters of Facebook users visit the site on a daily basis**

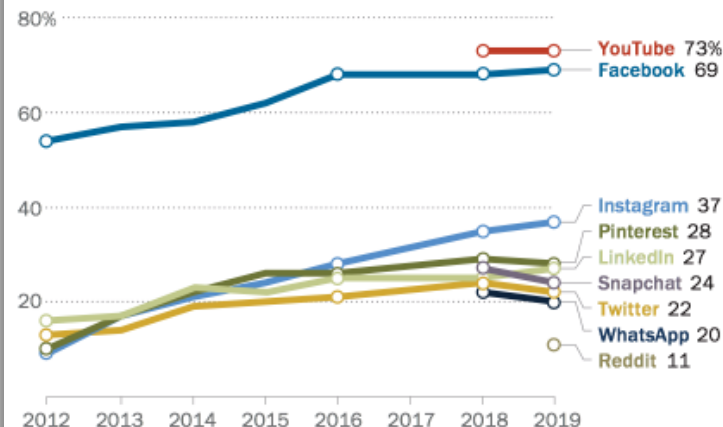*Among U.S. adults who say they use ___, % who use each site ...*

| | Several times a day | About once a day | Less often | NET Daily |
|---|---|---|---|---|
| Facebook | 51% | 23% | 26% | **74%** |
| Instagram | 42 | 21 | 37 | **63** |
| Snapchat | 46 | 15 | 39 | **61** |
| YouTube | 32 | 19 | 49 | **51** |
| Twitter | 25 | 17 | 58 | **42** |

Note: Respondents who did not give an answer are not shown. "Less often" category includes users who visit these sites a few times a week, every few weeks or less often. Source: Survey conducted Jan. 8-Feb. 7, 2019.

**PEW RESEARCH CENTER**



**Facebook, YouTube continue to be the most widely used online platforms among U.S. adults**

*% of U.S. adults who say they ever use the following online platforms or messaging apps online or on their cellphone*

YouTube 73%
Facebook 69
Instagram 37
Pinterest 28
LinkedIn 27
Snapchat 24
Twitter 22
WhatsApp 20
Reddit 11

Note: Pre-2018 telephone poll data is not available for YouTube, Snapchat and WhatsApp. Comparable trend data is not available for Reddit. Source: Survey conducted Jan. 8-Feb. 7, 2019.

**PEW RESEARCH CENTER**

# FACEBOOK is the universal social media network.

With more than 2 billion monthly users, Facebook hosts over a quarter of the world's population, providing advertisers with an unparalleled opportunity to reach virtually anyone and everyone.

**YOUTUBE** develops entire communities around niche video content.

YouTube helps individuals, brands, and organizations to build genuine connections and establish themselves as an authority on a myriad of subjects. 1.3 billion people are YouTube users and almost 5 billion videos are watched on the platform every single day.

# Grindr

The largest social networking/dating app specifically for gay, bi, trans, and queer individuals with an average of 3.8 million daily active users. Over 23% of users in the US are between the ages of 18-24.

THE WORLD'S LARGEST SOCIAL NETWORKING APP FOR GAY, BI, TRANS, AND QUEER PEOPLE.
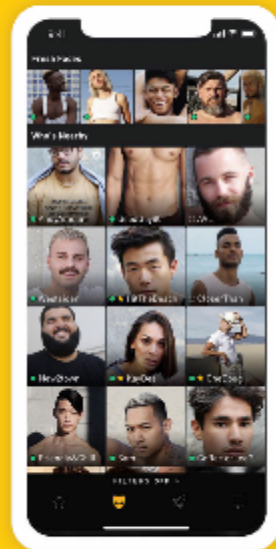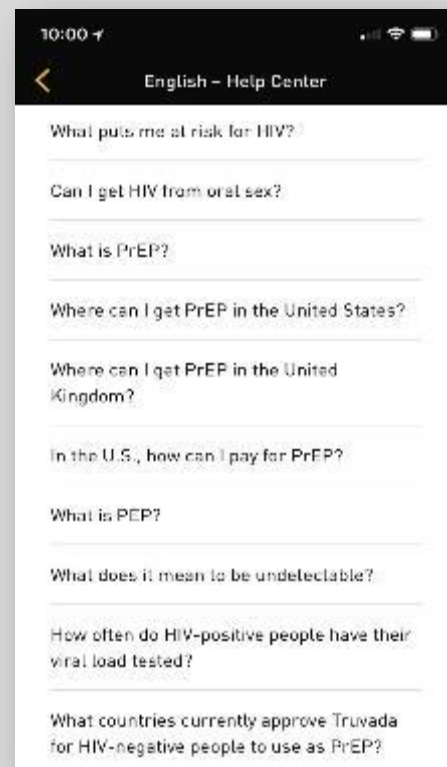
# Public Health Messaging in Grindr

# Building Healthy Online Communities (BHOC)

A consortium of public health leaders and gay dating website and app owners who are working together to support HIV and STI prevention online.

HIV Prevention Support on BHOC

# Things to Consider

## ADVANTAGES

- Opportunity to connect to and engage with clients, community, friends, family, and friends, particularly youth.

- Two-way connection

- Mostly free and open to all

- Ability to tailor content and focus

- Allows for many different mediums

## CHALLENGES

- Time intensive - must be consistently and constantly engaged

- Don't have a social media plan developed

- Constant content creation

- Data management

- Internet moves fast and changes quickly

# Non-Traditional Technology Modalities

**Mobile Based**

No Internet Requirement

Rural & Frontier Community Focused

**Tablet Based**

No Internet Requirement

Setting-Specific (Libraries, Post Office etc)

- **Mobile-Based Case Example**: "Mobile Vaani" utilized in rural communities across India. Employs Interactive Voice Response (IVR). The IVR system allows people to dial a number and leave a message about their community or tune in to news left by communities.
- **Tablet-Based Case Example**: Australian community centers, libraries, grocery stores, convenience stores, and houses of worship in low-resourced communities offer a unique opportunity to house1-2 devices provided by the state health agency or local CBO.

# Key Considerations

**Successes**
- Participatory approach motivates local community members to take proactive roles
- Minimizes information bias from profit-driven media outlets; increases probability that evidence-based information will reach more grassroots level

**Challenges**
- Piece-meal application across multiple states and local health departments could affect cohesive health communication
- Process duration and capacity – could take number of steps and months to implement depending on the state and CBO

**Limitations**
- Product will only reach the number of community members who already engage with or are familiar with the technology that is utilized. Hard to measure those that are not engaged.
- Engagement can become anecdotal and hard to validate as majority of communication and data collection occurs through self-report

**Effectively Engaging Community in the Ending the HIV Epidemic Process Through Digital Technology**

## Exploring Digital Resources and Strategies to Expand HIV Services to Community

Jennie Anderson, Social Impact Media – Associate Director

Robbyn Kistler, Social Impact Media – Consultant

NASTAD Webinar Series

July 14, 2020

**KFF**
HENRY J KAISER
FAMILY FOUNDATION

Filling the need for trusted information on national health issues.

# Kaiser Family Foundation

A national non-profit organization focused on health issues in the U.S. (no affiliation with Kaiser Permanente).

HIV is a core issue of the Foundation's work from policy analysis to polling to journalism, and to social impact media.

Building on more than two decades of experience producing large-scale, successful HIV public information campaigns, KFF launched Greater Than AIDS in 2009 to increase knowledge, reduce stigma and promote actions to stem the spread of HIV in the U.S.
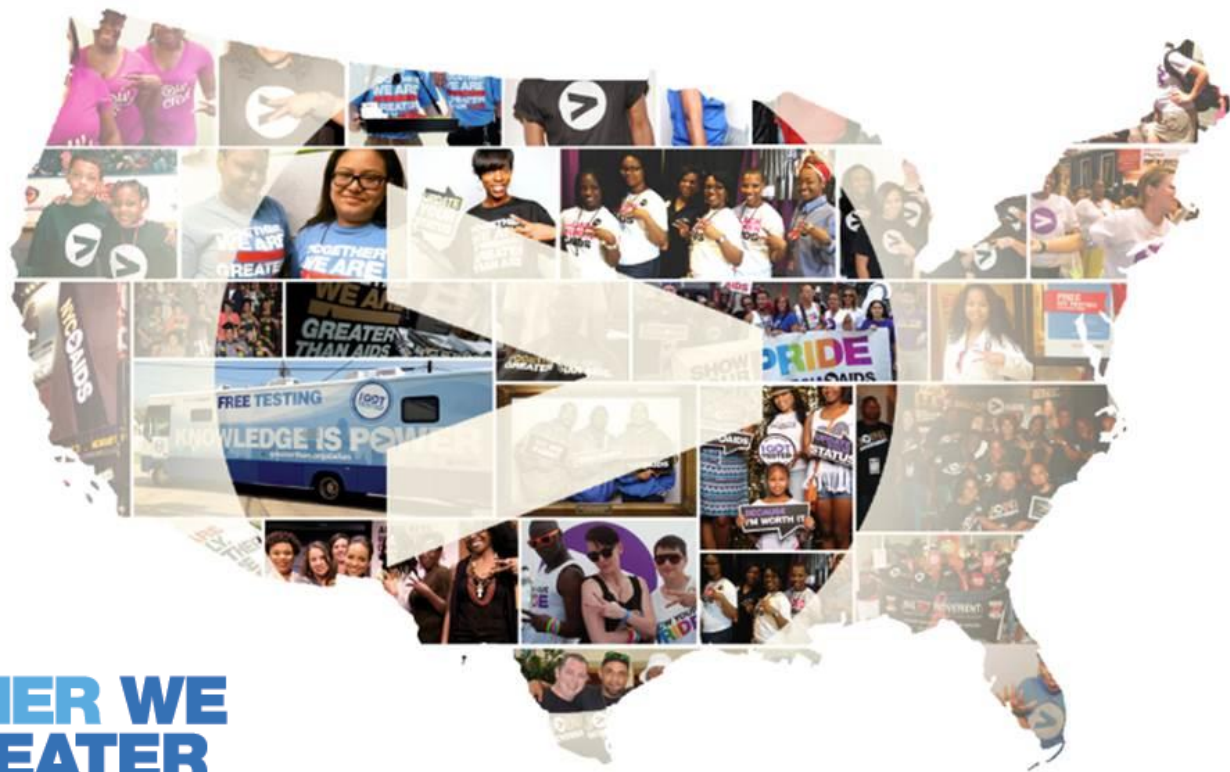
TOGETHER WE ARE GREATER THAN AIDS.

# What We Are Focusing on Today

**Facebook**
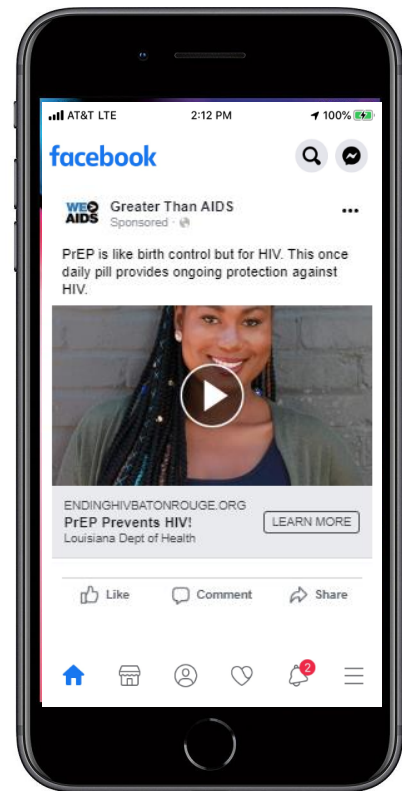
**Instagram**

**YouTube**

**Twitter**

**Dating Apps**

# Facebook

- Largest active user base

- Most options to reach specific audiences

- Highest click-thru to online resources

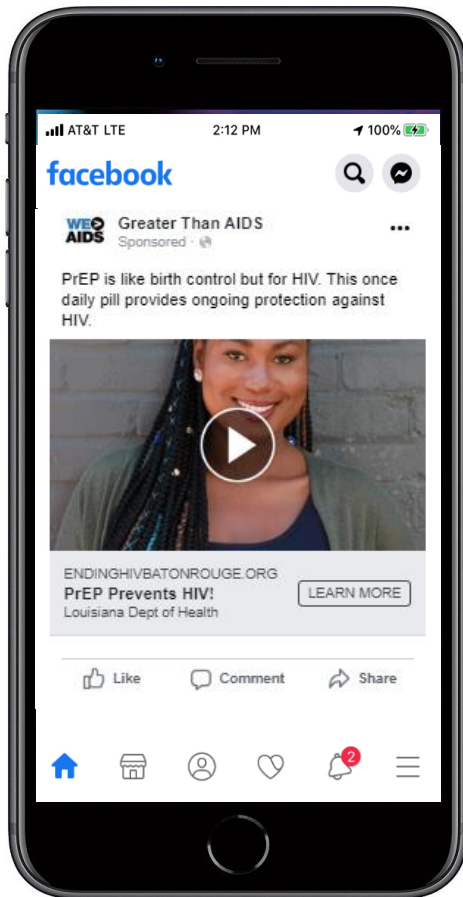- Real-time insights dashboard

Sponsoring Account

Text

Still Image or Video

URL

Headline + Description

Call to Action Button

# GreaterThan.org/Stories

# Instagram

- Large, steadily growing audience

- Ideal for visual content

- Different ways to post content, e.g. channel, stories, and IGTV

- Same audience options as Facebook (which owns Instagram)

Sponsoring Account

Call to Action
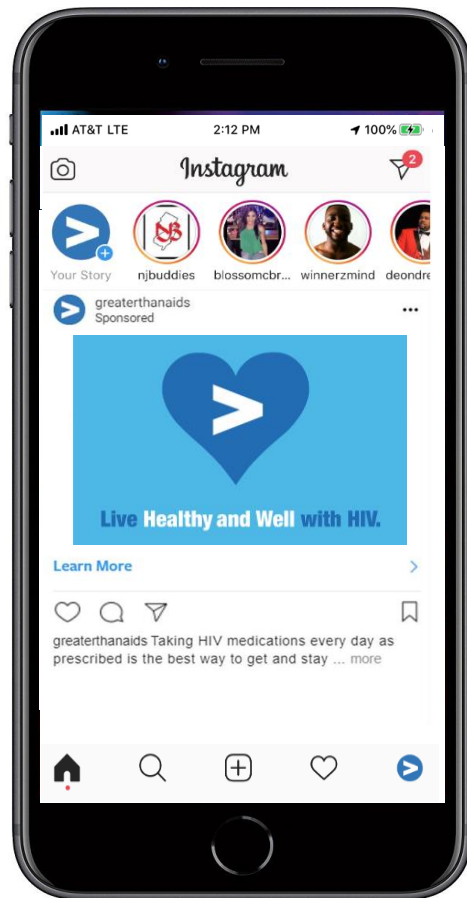
Still Image or Video

Text

Stories
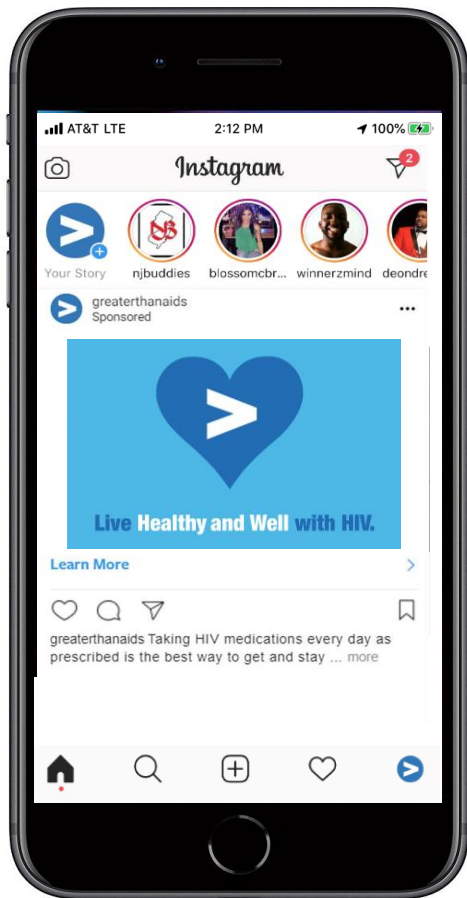
Text, Stickers and Filters

Vertical Image or Video

# YouTube

- Go-to platform for video

- Largest search engine after Google (which owns YouTube)

- Longer video views

- Additional wraparound content is minimal

Living

# Twitter

- Timely, often news-oriented content

- Reach thought leaders and journalists

- Character limit

- Limited availability to target messaging
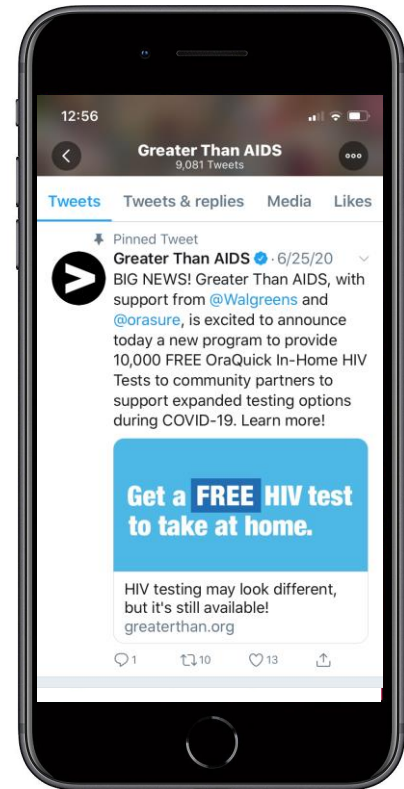
# Dating Apps

- Reach specific audiences
- Mobile functionality like push notifications
- Difficult to get users to take off-app action



Get a **FREE** HIV test to take at home.

**DELAWARE AIDS**

Get a **FREE** HIV test to take at home →

Get a **FREE** HIV test to take at home.

**Find out more →**

DELAWARE HEALTH AND SOCIAL SERVICES
Division of Public Health
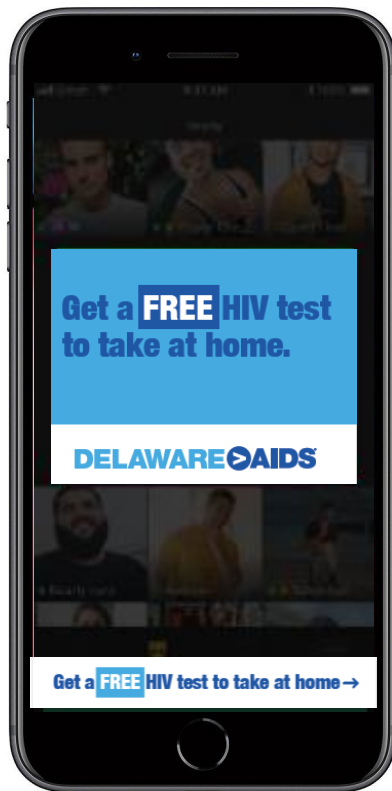
# "Stay Connected. Stay Healthy."

## We're Open!

Call to confirm hours and available services. Appointments may be required.

And don't forget your face covering!

Stay Connected. Stay Healthy.

## HIV Self Tests

Rapid HIV tests to take at home, or wherever is convenient.

Stay Connected. Stay Healthy.

WE AIDS

## Tele PrEP

Connect virtually with a healthcare provider to get a prescription for the pill to prevent HIV.

Stay Connected. Stay Healthy.

WE AIDS

# Final Takeaways

- Social media, unpaid posts or paid promotions, help expand reach
- Choose platforms strategically based on goals, resources (staff & $), audiences, and message formats
- Small budgets can go far on digital
- Leverage graphics and videos from Greater Than AIDS
- Tweak and tailor as you go based on what metrics show works/doesn't
- Be prepared to monitor comments
- Ask us for help!

Stay in Touch!

greaterthan@kff.org

Greaterthan.org/Materials

@GreaterThanAIDS

Jeremy Turner
Director, HIV/STD/Viral Hepatitis Division

jturner3@isdh.in.gov

## INDIANA STATE DEPARTMENT OF HEALTH

# Collaborating to Prevent Service Gaps

- ISDH/Ryan White Part B, MCPHD/Ryan White Part A and the Indiana AIDS Fund partnered to leverage existing relationships with Synico, a digital marketing company specializing in HIV services, to equip HIV service agencies with identifying individuals who are status unaware, those who have been lost to extend virtual services to PLWH that may experience disruption in access due to COVID-19

- Continuud is a Synico project that increases patient access with a program that is fully managed and affordable for community organizations to increase access to care.

# Digital Outreach for High-Risk Populations

- Indiana has invested in projects that use artificially intelligent program advertising to reach high-risk populations and connect them to services

- Goals are to link status-unaware individuals and reconnect individuals who have disengaged from care

# What Was Our Approach?

- Combining epidemiological data with information obtained by local community partners, high risk populations are identified based on online activities
- Segmented by demographic variables and ZIP code
- Builds identity-based marketing campaigns to encourage engagement

# Removing Barriers to Mobile Health Intervention
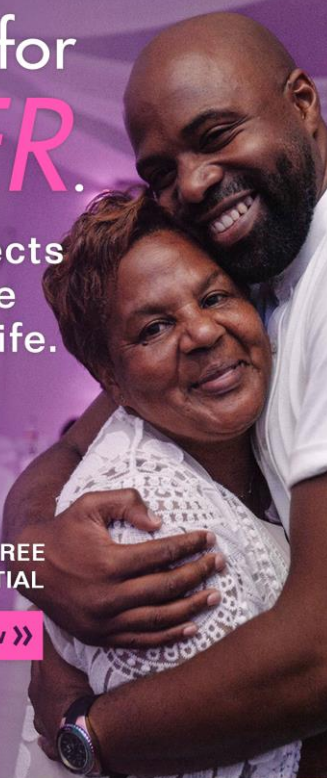
- ISDH also invested in efforts that led to launching a mobile health platform for use in ASOs

- The program provides eligible clients with an 8" tablet with a mobile data connection and a simplified interface to allow them to better engage with their care team for holistic telehealth care

- The platform gives clients greater access to services like transportation assistance, mental health services, legal services, medical case management, and digital support groups

# Removing Barriers

- Direct-to-doorstep service model that streamlines the delivery of fully configured devices that are ready for client use upon delivery

- Highly flexible model can evolve with mobile health intervention over time

- As organization/client needs change and new methodologies are implemented, these devices can be updated to take advantage of the latest and greatest tools while providing clients with a frictionless path to accessing care and education

# Marketing Materials for Continuud

# Questions and Answers

# Q&A from the Webinar

1. I understand that these are great platforms for sharing information, and we have extensive social media campaigns associated with our ETE efforts to do so, Are there examples or best practices to use these platforms to engage community in conversation in order to learn from community members and inform planning strategies and further develop responses to community issues and needs?

**Indiana:** From my experience there are several factors to consider when developing these campaigns. I spoke during the presentation about how helpful it is to have tailored messaging by region, particularly because risk behaviors and activities of targeted populations will vary based on where they live. I think it is also important to remember the benefit of having a variety of images that reflect the diversity of the people we serve. Continuud did focus groups with consumers from areas across the state to better understand what resonates with them and made sure to incorporate their feedback before launch.

**Kaiser Family Foundation (KFF):** KFF has experience using Facebook to recruit for focus groups and community surveys, which helps assess knowledge and attitudes and inform planning strategies. We'd be happy to have a follow up conversation and provide you with more details. Feel free to reach out to robbynk@kff.org.

# Q&A from the Webinar

2. With ever present growing concerns over the trustworthiness of information found on the internet, do you have any tips, tricks or tidbits to help make your online information formidable and trustworthy?

**Indiana:** We really rely on the expertise of Continuud and their knowledge of the industry to create campaigns that engage our target groups. I think that is why having high-quality, relevant materials that speak to the needs of the folks we are trying to serve is very important. Generic messaging could be seen as spam or easily overlooked because of the barrage of marketing we are all subjected to while online.

**KFF:** This is a major challenge for our field. (1) One approach is to back up your statements with citations or links to trusted sources. We do everything we can to ensure greaterthan.org reflects the latest science. Feel free to pull language from us if that's helpful. (2) Keep an eye on conversations – especially monitoring comments when you're running paid promotions that bring higher visibility. Chime in to correct misinformation when possible. (3)We also provide a variety of formats for folks who digest information differently. Written FAQs, animated explainer videos, infographics, medical expert videos, personal profiles where people explain in their own words. We hope these can help! Always happy to chat through specifics if you want to reach out.

# Q&A from the Webinar

3.  Do you have a sample social media plan? What are all included in the plan? And given the pandemic, does it impact or influence one's social media plan?

Indiana: The State Department of Health has a commission that handles the marketing for the agency and there is not a specific plan that applies to our division. Each funded agency works with the experts at Continuud to develop their own plans that apply to their specific services.

KFF: Greater Than AIDS keeps a content calendar and has internal guidelines for content creation and monitoring/responding to comments. An important piece is the audience for each social media platform and how their information needs differ. We aim to balance information about prevention/treatment/other intersecting areas and keep an eye on what sources we link to, mixing a variety of our own content and repurposing content from other trusted resources. For instance, we scan HIV-related news daily to see what may be most interesting in real time.

# Q&A from the Webinar

4. Are there any resources for creating a budget and targeting audiences? Seems like you waste a lot of money if these efforts are not focused.

Indiana: It is important that the work be intentional and target specific services and audiences. It is also important to scale the size and scope of the campaign around the objectives that you establish at the beginning of the project. When you have the right professionals developing the materials, they can advise about what you can expect based on the size of your budget and how you intend to engage your audience.

KFF: Come to the next webinar which will focus on this for an entire hour! There are lots of strategies to ensure your goals and audiences align with your budget. If you have a specific situation you'd like to talk through, feel free to reach out to me at robbynk@kff.org.
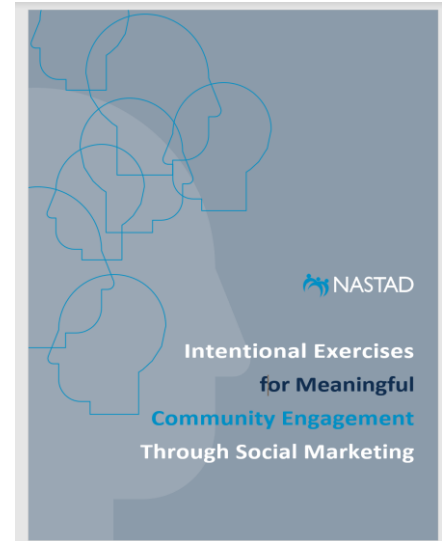
# Available Trainings & Resources at NASTAD

Trainings
- Community Engagement

- Cultural Humility/Responsiveness

- Social Marketing and Social Media Use

Contact Kristina Santana (Ksantana@NASTAD.org) to learn more about these trainings.

Resources
- Intentional Exercises for Meaningful Community Engagement Through Social Marketing

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*thank you!*