EFFECTIVE SOCIAL MEDIA MARKETING & OUTREACH FOR SUBSTANCE USE TREATMENT AND RECOVERY SUPPORT IN RURAL AREAS

Presenter: Rebecca L. Cooney

Sep 13, 2023

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Agenda

01. **Intro to social media engagement strategy**
Attributes for success: What makes a social campaign strategic?

02. **Six steps to building a social media strategy framework**
Sculpt's model for building an audience that cares, shares, and converts

03. **Digital campaign planning and implementation**
Guidelines for sharing your messages across multiple channels

04. **Engaging your audience and evaluating success**
Metrics planning and optimizing campaigns to improve outcomes

Center of Excellence for Natural Product-Drug Interaction Research

SOCIAL MEDIA STYLE GUIDE

Prepared by
Rebecca L. Cooney & Bruce Pinkleton

2021-2022

Center of Excellence for Natural Product-Drug Interaction Research
December 10, 2021 · 🌐

Researchers at WSU Spokane are seeking men and women between the ages of 18-65 years old with type 2 diabetes to participate in a study that will help determine whether goldenseal, a commercially available natural product, interferes with a protein in the gut that helps with metformin absorption, using midazolam as a probe to monitor for goldenseal effect.

The study consists of three study arms and requires approximately 50 hours of active participation over the span of five weeks. Subjects will receive up to $1,375 for completing the study.

Learn more about the study at herbstudy.org or contact James Nguyen, study coordinator at (707) 813-1669, james.nguyen2@wsu.edu.

#diabetes #type2diabetes #goldenseal #research
National Institutes of Health (NIH) WSU Spokane WSU College of Pharmacy

CENTER OF EXCELLENCE FOR NATURAL PRODUCT-DRUG INTERACTION RESEARCH

TYPE 2 DIABETIC PARTICIPANTS NEEDED FOR A GOLDENSEAL-METFORMIN INTERACTION STUDY

This study will help establish the safety or risks of combining herbal products with conventional medications.
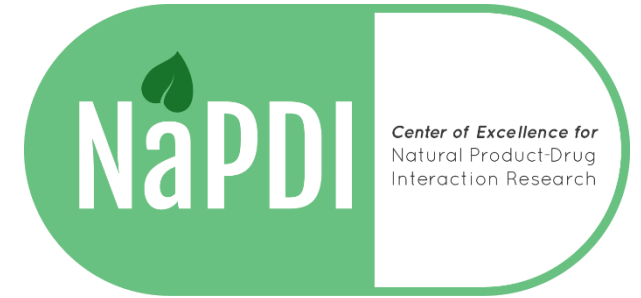
🧪 Lab test 👤 In-Person 💲 Up to $1,375 🕐 3 visits

NAPDICENTER.ORG
Goldenseal Subjects - NaPDI
Apply to participate Description: The purpose of th...

Learn more

NaPDI

Center of Excellence for Natural Product-Drug Interaction Research

napdi.org / @NaPDICenter

THE SPOKESMAN-REVIEW

4.88" x 4" ads on three Sundays in the Main News section: Feb 27, Mar 13 and Mar 27.

CENTER OF EXCELLENCE FOR NATURAL PRODUCT-DRUG INTERACTION RESEARCH

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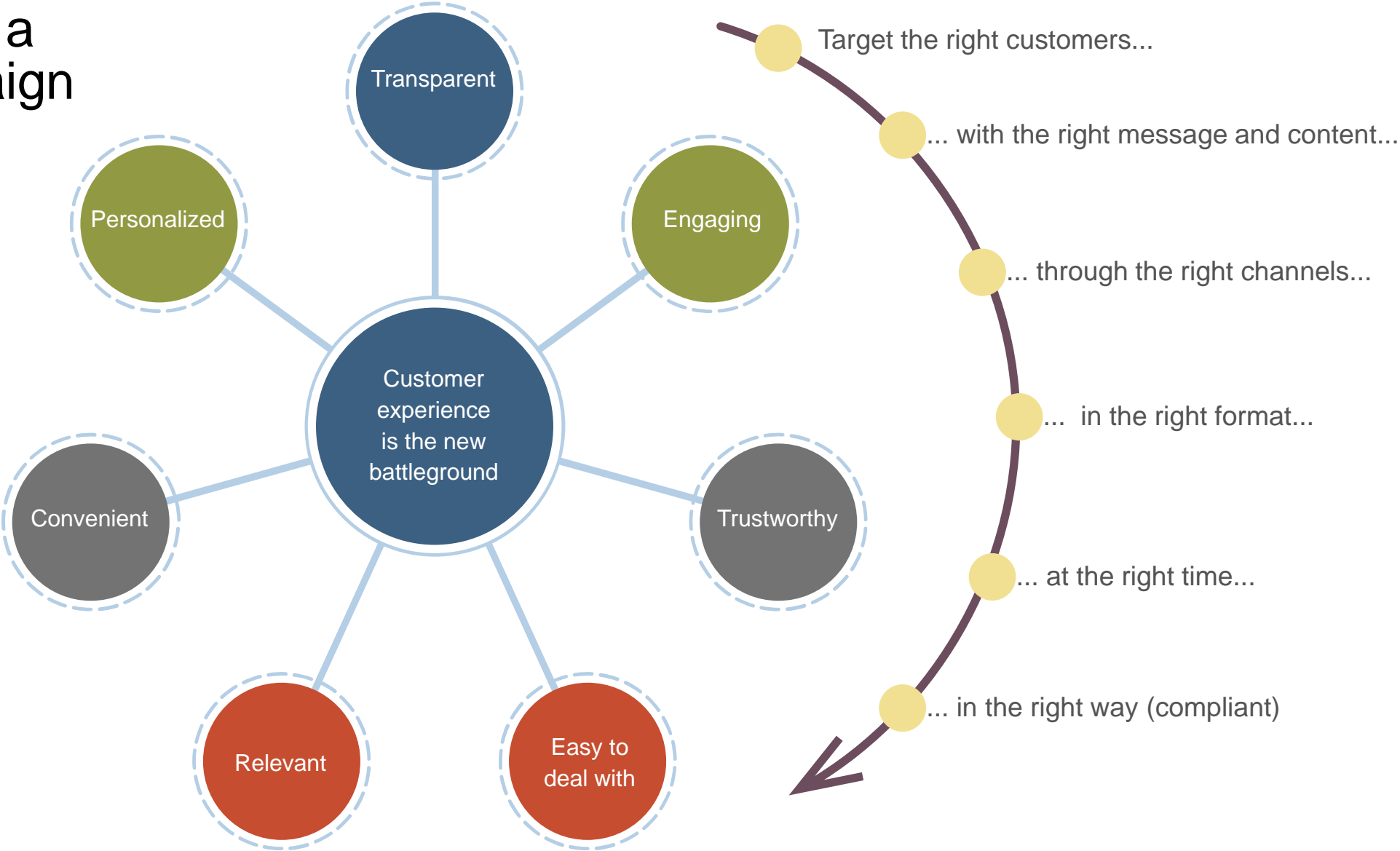
herbstudy.org

01.

Introduction to social media engagement strategy

Attributes for success: What makes a social campaign strategic?

Attributes for Success

What makes a social campaign strategic?

Transparent

Personalized

Engaging

Customer experience is the new battleground

Convenient

Trustworthy

Relevant

Easy to deal with

Target the right customers...

... with the right message and content...

... through the right channels...

... in the right format...

... at the right time...

... in the right way (compliant)

Source: Eye for Pharma (n.d.)

Evolution of Social Media

A quick look at the early technologies that inspired social networking today

1997	2002	2003	2004	2005	2006	2010	2011	2017
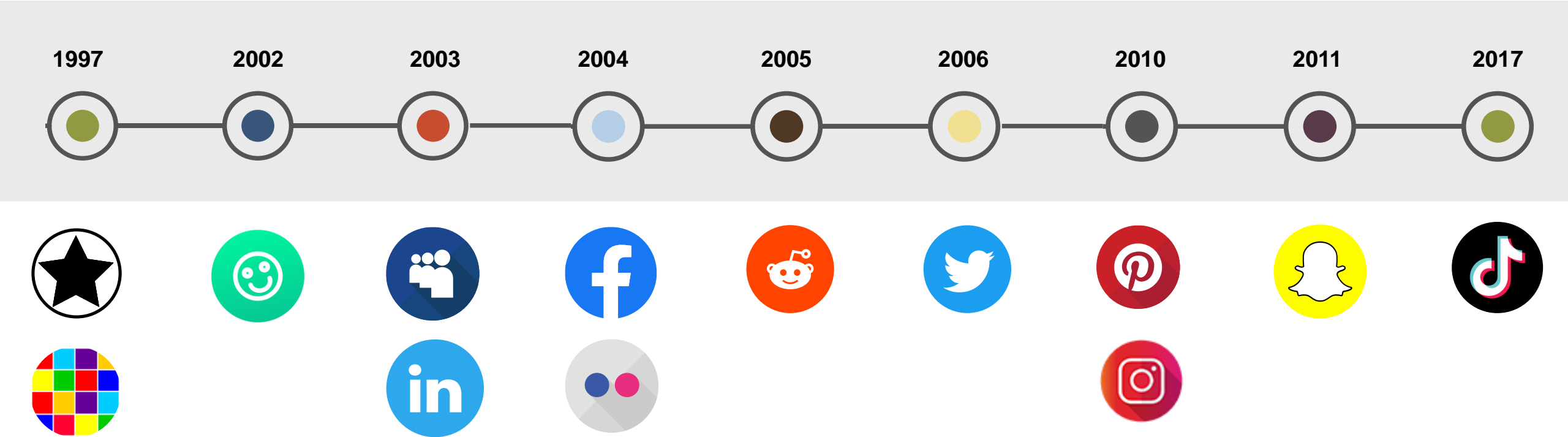
Source: Search Engine Journal (2022)

Social Media and Healthcare

Insightful statistics: There are 4.4 billion people on social media (2021)

90%
People age 18-24 trust medical info shared on their social feeds

80%
Patients seek out provider and practice reviews on social media

68%
Parents use social media for health information

24%
View health-related media

75%
Americans use social media for health info

90%
Search for health info on social media

32%
Millennials took a health-related action based on info consumed on social media

Source: Medical GPS (2021)

02.

Six steps to building a social media strategy framework

Sculpt's model for building an audience that cares, shares, and converts

Six Steps:
Social Media Strategy Framework

1	2	3	4	5	6
Set Goals	Establish Audience	Select Platforms	Design Content	Amplify Distribution	Plan Execution

Source: Sculpt (2023)
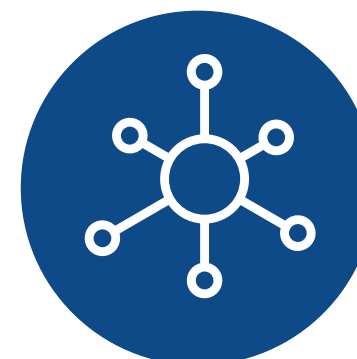
Step One:
Set Goals

1

SMART Goals

Specific, Measurable, Achievable, Relevant, and Time-bound

2

Audience-Centered

Translate the customer journey into audience-specific goals in awareness, conversion, advocacy

3

Tied to Impact

A good goal is an outcome, not an activity

4

Start Big, then KPIs

Establish goals that are big but achievable. Break them down into monthly and quarterly key performance indicators

Source: Sculpt (2023)

Step One: Set Goals

To recap: First, you need to identify…

Primary goal: If we only hit this one goal, we will be successful.

Secondary goals: This is how we measure the performance of our execution.

Then, ask yourself and key members of your organization:

- Are these tied to our most important goals of the quarter/year?

- Are they SMART (specific, measurable, achievable, relevant, time-bound)?

- Do stakeholders support the decision to focus on these goals?

- Have we identified the KPIs that will help us measure our progress towards these goals?"

Step Two:
Establish Audience

1

Who are your MVPs

(most valuable personas)?

2

Who is on your aspirational list?

3

Who influences your audience?

4

What are your audience personas?

Step Two:
Establish Audience

Audience Persona Components
- Demographics (age, gender, employment and marital status, home ownership, education level, socio-economic status)
- Attitudes on health
- Hobbies
- Media consumption and technology use
- Personal values

Personas fuel patient-centric healthcare marketing. They...
- Focus on people which aids in addressing their needs
- Make it easier to understand and embody others' points of view
- Build empathy and humanize the process
- Facilitate communication and decision-making for the marketing team
- Provide a preliminary way of measuring marketing success

MOLLY

Bio

Molly is a small business owner in a rural town with a population of 7,000 people. She owns a gardening and landscaping supply shop that services the surrounding community of about 50,000 people within a 45mi radius.

She is a working mom with three school-age kids, divorced, and helps take care of her aging parents. She has past challenges with substance abuse but is committee to leading a healthy lifestyle and promoting good habits for her kids.

Health Habits

Tries to stay active and works outside most days

Tries to keep a balanced diet but struggles at times

Tries to stay hydrated; drinks a lot of soda

Seeks to get good rest but is often interrupted

Age
32

Marital Status
Divorced, 3 children

Education
Some college

"
The health and safety of my children and family are my top priority."

Motivation

Family

Community and building her business

Personal growth and long-term health

Wants

- To stay on a good path of health and wellness
- To be a voice and activist in her community
- More resources or tools for helping others and taking care of her aging parents

Frustrations

- Access to quality healthcare
- Access to mental health resources
- Inconsistent earnings – especially during winter months

Step Three:
Choose Platforms

1

Select primary channels for organic content vs. paid campaigns

2

Select secondary channels for future growth and opportunities

3

Determine channel-specific features to enhance performance and engagement

4

Identify a clear plan to grow your presence and audience on each channel

Step Four:
Content Strategy

1

Content Purpose

This is an over-arching idea
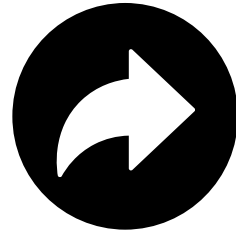
2

Content Pillars

3-5 high-level topics

3

Content Subtopics

Topics that fall underneath the pillars

Step Four:
Content Strategy (continued)...

Content that makes your audience `care`

(e.g. funny, useful, visually appealing, inspiring)

Content that makes your audience `share`

(e.g. content that evokes emotion or creates human connection, is data-driven, or provides a sense of community
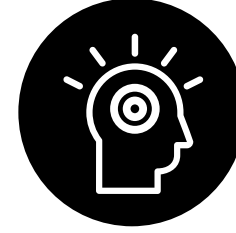
Content that makes your audience `aware`

(e.g. stories about impact, services available, or opportunities)

Content that makes your audience `convert`

(e.g. speaks to their motivations, anxieties, or impulses; content that reduces hesitation to take action

Source: Sculpt (2023)

Step Four:
Content Strategy (continued)...

Care
This post is visually appealing (users will be drawn to the pink) and focuses on prevention behaviors that can cause drug-induced deaths.

Share
This post may resonate with a pregnant woman and hopefully preventing her from contributing to these shocking statistics.

Aware
This post focuses on prevention – reminding people that the SBIRT program focuses on early intervention for individuals with risky substance abuse/opioid use behaviors.

Convert
This post is educational and uses language to encourage adding SBIRT into the clinical setting.

Source: NV Opioid Response #PerinatalHealthSBIRT Media Toolkit

What types of messages do you find most effective in your outreach materials?

CARE > SHARE > AWARE > CONVERT

Step Five:
Amplify Distribution

1

Paid social advertising strategies

2

Influencer and earned media strategies

Step Five:
Amplify Distribution (continued)...

Image Source: Stand Up to Cancer

Image Source: University of Iowa Health Care

Step Six:
Plan Execution

1

5 main social media roles
1) Strategic planner
2) Community manager
3) Content creator
4) Ad buyer
5) Analyst

2

Define social media tasks on a quarterly, monthly, weekly, and daily basis

3

Establish a time period and process for evaluating progress with your team

Step Six:
Plan Execution (continued)...

Social media responsibilities by time period.

	Quarterly	Monthly	Weekly	Daily
Content types	Bigger pillar piece (i.e. campaign video lead magnet)	Content series with monthly themes	Planned and timely posts	Planned posts, timely posts, stories, lives
Activity	Evaluate goals; plan high-level calendar	Plan real-time and daily content slots; track monthly KPIs	Schedule content; review progress; monthly budget	Interacting; monitoring; responding; publishing

Step Six:
Plan Execution (continued)...

What makes posts successful?

1 Stickiness

2 Contagiousness

3 Medium

- **Conversation starters:** Ask questions, post something that is considered a hot topic, post something encouraging, offer incentives
- **Build community**: Give loyal followers something to share. Quotes are great - things that other people said
- **Boost credibility**: Where have you been? What have you done? Why should followers stay with you? Offer quick tips, short snippets of useful information, or a list of actionable items
- **Make connections**: Share affirmations, how-to's, infographics, ways to grow or improve
- **Keep your followers**: Give them a reason to stay with new product info, affiliate links, live streaming events, ways to work with you, trends, new research, case studies

Examples of the most successful posts

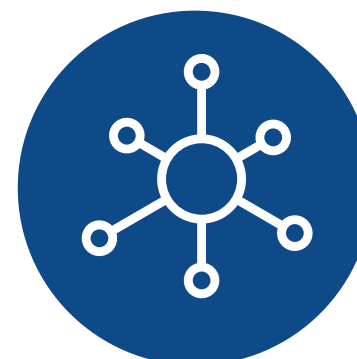# Six Steps:
Social Media Strategy Framework

1	2	3	4	5	6
Set Goals	Establish Audience	Select Platforms	Design Content	Amplify Distribution	Plan Execution

Source: Sculpt (2023)

Based on your past experience with campaigns - what type of content do you think resonates most with those in rural communities?

03.

Digital campaign planning and implementation

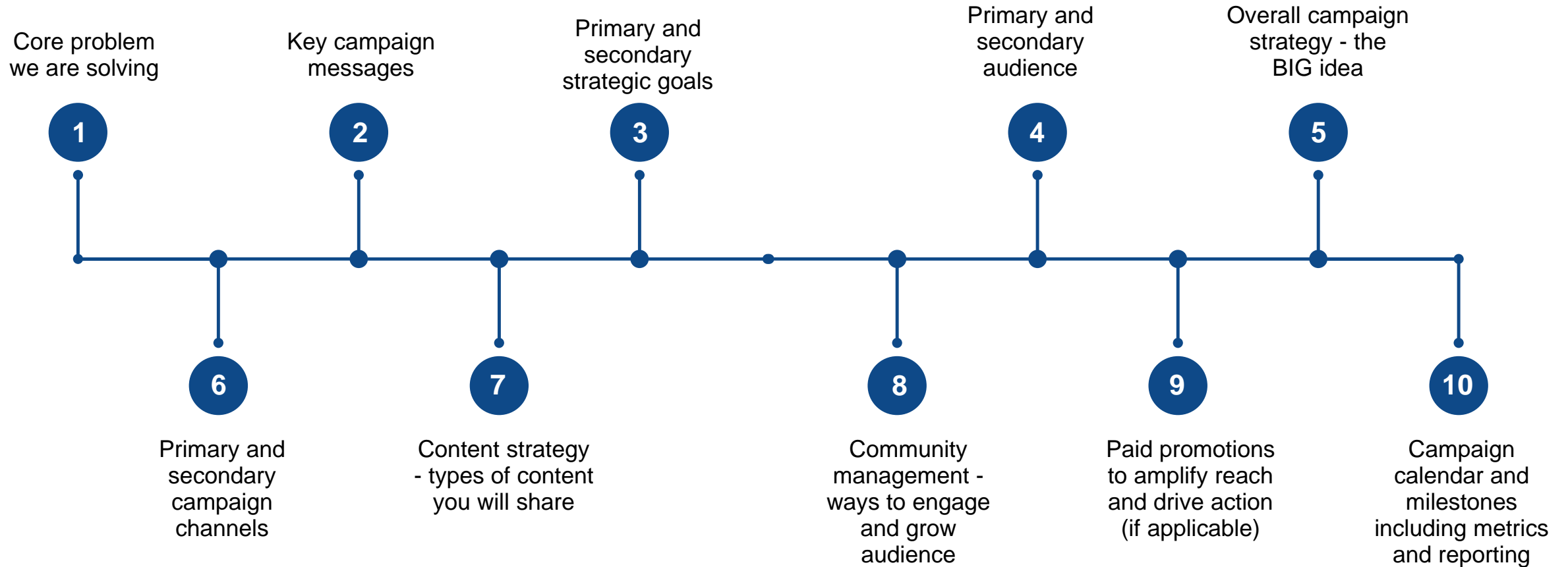Guidelines for sharing your messages across multiple channels

"

The decision process has changed, and communicators need to find new ways to reach their audience and be heard through the noise. Instead of mass advertising, communicators must focus on building continuous relationships with their target groups."

Marketo Lead Generation

Digital Campaign Planning Template

Core problem
we are solving

1

Key campaign
messages

2

Primary and
secondary
strategic goals

3

Primary and
secondary
audience

4

Overall campaign
strategy - the
BIG idea

5

6

Primary and
secondary
campaign
channels

7

Content strategy
- types of content
you will share

8

Community
management -
ways to engage
and grow
audience

9

Paid promotions
to amplify reach
and drive action
(if applicable)

10

Campaign
calendar and
milestones
including metrics
and reporting

#PerinatalHealthSBIRT Media Toolkit

Source: NV Opioid Response #PerinatalHealthSBIRT Media Toolkit

Weekly Themes

1. Opioid overdose is now the leading cause of accidental death among adults, surpassing motor-vehicle accidents, gun violence, and homicide.

2. Drug-induced deaths are the leading cause of death for reproductive-age persons in the United States.

3. Rates of Opioid Use Disorder (OUD) in pregnant and postpartum persons have increased, with some shocking statistics from recent studies

4. Most major health authorities including American College of Obstetricians and Gynecologists (ACOG) and The Society for Maternal-Fetal Medicine (SMFM) regard screening for substance use to be a part of comprehensive obstetric care. Screening, Brief Intervention and Referral to Treatment (SBIRT) for substance use is the standard of care.

Breaking down #PerinatalHealthSBIRT campaign

1 Core problem we are solving

2 Key campaign messages

3 Primary and secondary strategic goals

4 Primary and secondary audience

5 Overall campaign strategy - the BIG idea

Problem:
Need to increase substance misuse and dependency screening and referral by medical professionals.

The goal is to raise awareness around substance use and opioid use disorders while also promoting the Perinatal Health Reference Guides.

Campaign foundation: Year-round use is appropriate but could be amplified during International Overdose Awareness Day (Aug 31), National Opioid and Substance Awareness Day (Sep 21), National Recovery Month (Sep), and National Substance Abuse Prevention Month (Oct)

Key messages and themes:

- Week 1: Opioid overdose is the leading cause of accidental death among adults

- Week 2: Drug-induced deaths are the leading cause of death for reproductive-age persons in the US

- Week 3: Rates of opioid use disorder in pregnant and postpartum persons have increased with shocking stats from recent studies

- Week 4: Most major health authorities regard screening for substance use to be part of comprehensive obstetric care.

Goals:

- Raise awareness about substance misuse, dependency, and substance use disorders

- Raise awareness about opioid use disorders that are common among Nevada adult populations including those of reproductive age

- Promote the Reference Guides and the single best strategy we have to identify and help those that want assistance by adding Screening, Brief Intervention and Referral to Treatment (SBIRT), into the clinical setting.

Primary audience:

- A wide variety of health care staff can perform SBIRT, including physicians, nurses, nurse practitioners, physician assistants, licensed midwives, and licensed clinical social workers.

Target audience:

- Adults of Nevada

- Persons of reproductive age in Nevada

- Postpartum persons of Nevada

The BIG idea:
#PerinatalHealthSBIRT #IOAD2023 / #EndOverdose / #RecoveryMonth

Example "get-to-by" statement:
Get [health care staff] to [raise awareness] about substance misuse, dependency, and substance use and opioid use disorders that are common among Nevada adult populations, including among individuals of reproductive age by [promoting the two Perinatal Health Reference Guides and using the materials provided in the #PerinatalHealthSBIRT media toolkit on their social media platforms.

Breaking down #ProofIsInTheNumbers campaign

6	7	8	9	10
Primary and secondary campaign channels	Content strategy - types of content you will share	Community management - ways to engage and grow audience	Paid promotions to amplify reach and drive action	Campaign calendar and milestones including metrics and reporting

Primary and secondary channels:

Medical staff of Nevada are encouraged to adapt the social media templates provided for their respective social channels including Twitter, Instagram, Facebook, etc.

Types of content:

• International Overdose Awareness Day (Aug 31), National Opioid and Substance Awareness Day (Sep 21), National Recovery Month (Sep), and National Substance Abuse Prevention Month (Oct) with links to resources for helping to raise awareness

• Relevant facts and stats about substance misuse, dependency, opioid use disorders, substance use disorders, and drug-related deaths associated with pregnancy

Community Management:

• Build communities by recruiting potential volunteers, speakers, advocates, and mentors

• Create additional platforms where people can engage, share resources, stay informed about issues,

• Inspire action such as voting, calling political representatives, fundraising

• Celebrate victories, improved statistics, new research studies

Paid outreach:

n/a for this campaign as it focuses on unpaid social media, grassroots efforts, community-building, and 1:1 communication efforts.

Calendar (example):

Fall 2023: Deployment of weekly social media posts from the media kit in conjunction with International Overdose Awareness Day (Aug 31), National Opioid and Substance Awareness Day (Sep 21), National Recovery Month (Sep), and National Substance Abuse Prevention Month (Oct) with links to resources to help raise awareness

Winter-Spr 2023: Re-share posts + other facts, stats, and graphics from Perinatal Health Reference Guides

Sum 2023: Campaign evaluation, data collection and analysis

What are some techniques and tools you use for digital content creation, scheduling, or tracking campaign performance?

Digital Campaign Tools:
Digital Content Creation

	Canva Free option but recommend Canva Pro or Canva for Teams. Nonprofits can also apply for free access to premium features.	Templates for social media, print pubs, landing pages, swag, signage, etc. Access to stock photos, video, audio, graphics. Web-based; app available
	Adobe Creative Cloud Express Free option. Option to upgrade for premium templates and design assets, fonts, etc.	Templates for social media, print pubs, landing pages, swag, signage, etc. Access to stock photos, video, audio, graphics. Web-based; app available
	Adobe Creative Cloud Including Photoshop, Illustrator, InDesign, Rush, Premiere, After Effects	Adobe Creative Cloud software is considered the premier for graphic design, video editing, web development, photography, and interactive media

Digital Campaign Tools:
Scheduling, Email, Surveys & Metrics

Sprout Social and HootSuite
Social media management and intelligence tools

Canva & LinkTree or Later
Scheduling and metrics tools

Channel Tools
You can schedule posts and view insights in most of the social tools. It is less efficient but more affordable.

Email
Constant Contact and HubSpot CRM are examples of tools you can use to create, schedule, and track email metrics

Surveys
SurveyMonkey, Google Forms, Zoho are examples of tools great for sending out polls and surveys

Metrics
Google Analytics is the premier web and campaigns tracking tool. You can also view campaign insights within advertising and CMS tools.

04.

Engaging your audience and evaluating success

Metrics planning and optimizing campaigns to improve outcomes

Engaging your Audience
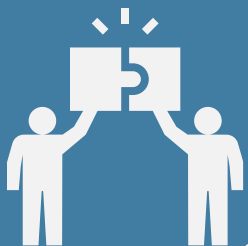## Create content that enlists, engages, and activates

Tell stories

Use visuals

Apply media mix

Enlist partners

Use humor

Be actionable

Effective Public Health Campaigns

"

To prove the usefulness of digital marketing, you need instant access to the digital marketing metrics that matter most - the kind of data that positions you to effectively monitor, react, and adjust your campaigns on the fly to ensure success and maximize your return on investment (ROI)."

Angela Hausman, Associate Professor of Marketing, Howard University

Value of Tracking Digital Metrics

- Demonstrate campaign success

- Showcase the impact of your work

- Validation for requests for additional resources and budget

- Keep you aware of general social profile and brand health

| 47%	6x	86%	68%
of marketers believe that measuring ROI is the most significant challenge when it comes to digital advertising. (Nielsen survey)	companies that use data-driven marketing are 6x more likely to achieve year-over-year growth rates of 15% or more. (Salesforce study)	senior-level marketers agree that creating a cohesive customer journey across all touchpoints and channels is critical to their success. (Salesforce study)	of marketers believe their companies will increase investment in marketing analytics over the next few years. (Econsultancy study)

Digital Campaign Metrics Plan
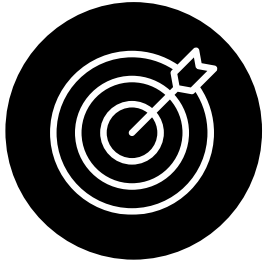
Campaign metrics objectives

(e.g. Increase website traffic, adding subscribers, donations, improving engagement)
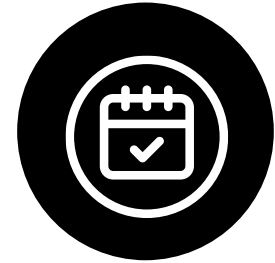
Key Performance Indicators (KPIs)

(e.g. Clicks, impressions, likes, shares, comments, returning visitors, page views, conversion rate)
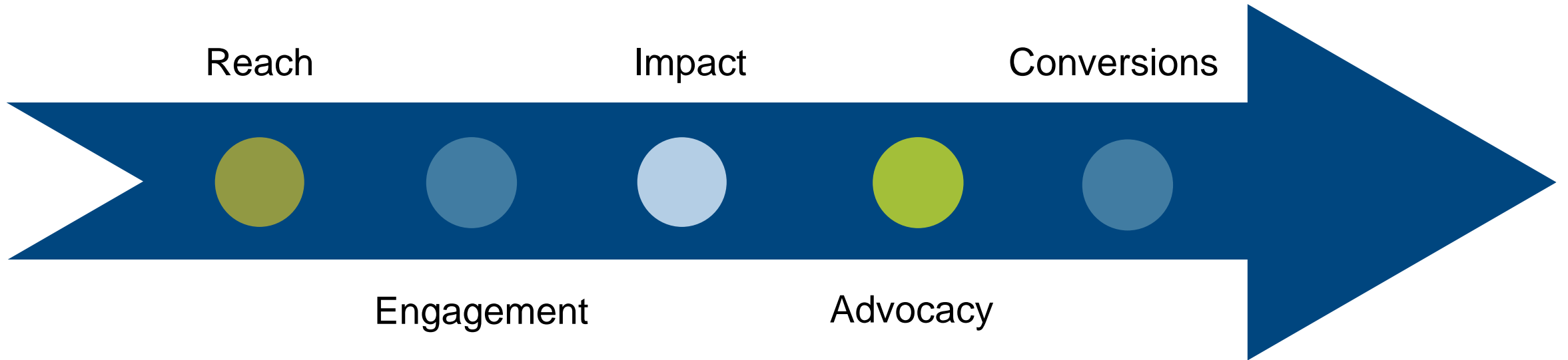
Campaign metrics tools for tracking

(e.g. Google Analytics, 3rd party tool insights, social media metrics, advertising insights, PR coverage)

Campaign monitoring and reporting

(e.g. Milestones for when you will review adjust, and report on campaign performance)

Evaluation:
How are you Measuring Success?

Did we reach campaign goals?
Measuring: What changes did people make because of the communications?

Did we successfully get across our key messages?
Measuring: What did our audience learn from the communications?

Did we achieve the purpose of the specific communication? (e.g. to educate, take action)
Measuring: How many people acted? What did they do?

Did we reach our desired audience?
Measuring: Who knows about the campaign? Who took action?

Did the audience consume information as it was intended?
Measuring: What did people learn or do based on the information?

Did the audience respond in a timely manner?
Measuring: How long after receiving the information did people take action?

Was our media mix effective?
Measuring: Did you use the right channels and messaging to meet goals?

Take-Aways

- Social media campaigns are **designed with a series of unique pillars** in mind.

- Your **campaigns should be audience-focused** with the goal of attracting, delighting and engaging them through sustainable messaging.

- Your **messaging should be transparent, engaging, trustworthy, relevant**, and **personalized**

- When building a social media framework be sure to **set goals, narrow your audience, select the channels that will meet the audience where they are,** and **amplify your distribution** by engaging and growing your audience

- In your campaign planning process, first **identify the problem** the campaign seeks to solve

- **Design content** that makes your audience **care, share, build awareness,** and **feel inspired to act.**

- Use a **mix of outreach tactics** to distribute your messages and engage your audience.

- Answer the question – "**why am I creating this content"** and adopt a data-first mindset centered how you plan to show evidence of campaign effectiveness.

- **Keep notes and records**, tell stories, and most important – embrace and enjoy the experience.

Resources

- "Building our understanding: Key concepts of evaluation. Applying theory in the evaluation of communication campaigns" from Creating a Culture of Health Living at the CDC's Healthy Communities Program

- "Communication toolkit" from Center for Rural Health at the University of North Dakota School of Medicine and Health Sciences (2023)

- "Five types of social media posts that go viral" by Karon Thackston, Marketing Words (Oct 2022)

- "Healthcare marketing personas: What they are and how to use them" from LIFT Healthcare (n.d.)

- "Implementing social marketing" from Community Tool Box (n.d.)

- "Social media and healthcare: 10 insightful statistics" by Corey Foster, MediaGPS (Sep 2021)

- "Social media at CDC" resource page (n.d.)

- "The history of social media" by Kristi Hines, Search Engine Journal (Sep 2022)

- "What make s a social campaign strategic infographic" by Eye for Pharma that appeared in "Optimize your customer's lifecycles with an omnichannel healthcare digital marketing strategy" by Gabrielle Wright, Smart Insights (Mar 2021)

- Sculpt's social media framework by Josh Krakauer, Sculpt (2023)

- "Social media for nonprofits: 11 essential tips for success" by Katie Sehl, Hootsuite (Sep 2020)

- Visme tool for creating a "health conscious customer persona" audience personas templates (n.d.)

Nevada State Opioid Response

- Reference Guide for Reproductive Health Complicated by Substance Use

- Reference Guide for Labor and Delivery Complicated by Substance Use

- Perinatal Health Media Kit

Let's connect.

Rebecca L. Cooney

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Pacific Southwest
RURAL OPIOID TECHNICAL
ASSISTANCE REGIONAL CENTER

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