



**Pacific Southwest**

RURAL OPIOID TECHNICAL

ASSISTANCE REGIONAL CENTER

# Digital Dignity: Crafting Stigma-Free Social Media Communications for Rural Substance Use Disorder Support

Presenter: Rebecca L. Cooney

June 5, 2025



# Rebecca L. Cooney

Educator

Leader integrated marketing  
communication strategy

Specialist in multimodal  
curriculum development



Professor, Strategic Communication  
Les Smith Distinguished Professor  
Co-Investigator, NaPDI  
Co-Investigator, TRIAD  
Co-Investigator, R3CR



**Which of these outreach efforts do you think are most effective in rural outreach education or awareness campaigns?**

# Agenda

01. **Intro to social media engagement**  
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. **Targeted content creation**  
Cultural competency principles, inclusive language, and stigma-free messaging
04. **Digital campaign planning and implementation**  
Guidelines for sharing your messages across multiple channels
05. **Enlist, engage, and activate your audience**  
Creating engaging content that yields measurable results



# Why Digital Dignity Matters

It enables us to:

- **Combat stigma** with respectful language and imagery
- **Connect** with isolated rural populations effectively and discreetly
- **Craft** messages that resonate and are informed by real data
- **Cultivate** trust and supportive online communities
- **Empower** individuals to feel safe and respected when seeking help

# Rural Social Media Outreach: Challenges vs. Opportunities

## Challenges

- Digital divide and access issues
- Lower digital literacy and trust
- Heightened stigma and privacy concerns
- Provider resource limitations
- Ensuring content relevance
- Matching messaging to service gaps

## Opportunities

- Bridge geographic barriers
- Provide discreet and anonymous access
- Target and tailor messaging
- Build supportive online communities
- Achieve cost-effective reach
- Enable direct engagement and feedback
- Normalize and reduce stigma

# Learning Objectives

- Define the foundational elements of a social media strategy framework for rural substance use disorder support.
- Outline the application of digital campaign planning across various online platforms.
- Identify methods for creating engaging content that drives measurable audience action and support for outreach initiatives.



# Digital Campaign Planning Template

## Digital Campaign Planning Template

### CONTEXT | essential background to setup the campaign

What important foundation should ground this campaign?  
You can create a campaign around key messages or problem statements.  
Two examples below:

#### CORE PROBLEM WE'RE SOLVING

Most campaigns start with a business or perception problem you're solving through marketing. Describe it here.

#### KEY CAMPAIGN MESSAGE(S)

- Message #1 to reinforce
- Message #2 to reinforce
- Brand association to reinforce

#### RESOURCES/LINKS:

•  
•

### GOAL | what do you need to achieve & how is it measured

#### PRIMARY STRATEGIC OBJECTIVE

- SMART goal that your digital media goal will ladder to

#### SECONDARY STRATEGIC OBJECTIVE

- SMART goal that your digital media goal will ladder to

#### SOCIAL MEDIA TACTICAL GOAL #1

- What will happen by when?

#### SOCIAL MEDIA TACTICAL GOAL #2

- What will happen by when?

### AUDIENCE | who do we need to reach to hit our goals

#### PRIMARY AUDIENCE #1

Describe who they are or link to personas

#### SECONDARY AUDIENCE #2

Describe who they are or link to personas

*optional audience background to ground the campaign focus*

#### THEIR PAIN POINT WE SOLVE

#### THEIR PAIN POINT WE SOLVE

#### THEIR OBJECTIONS TO US AND HOW WE OVERCOME THEM

-

#### THEIR OBJECTIONS TO US AND HOW WE OVERCOME THEM

-



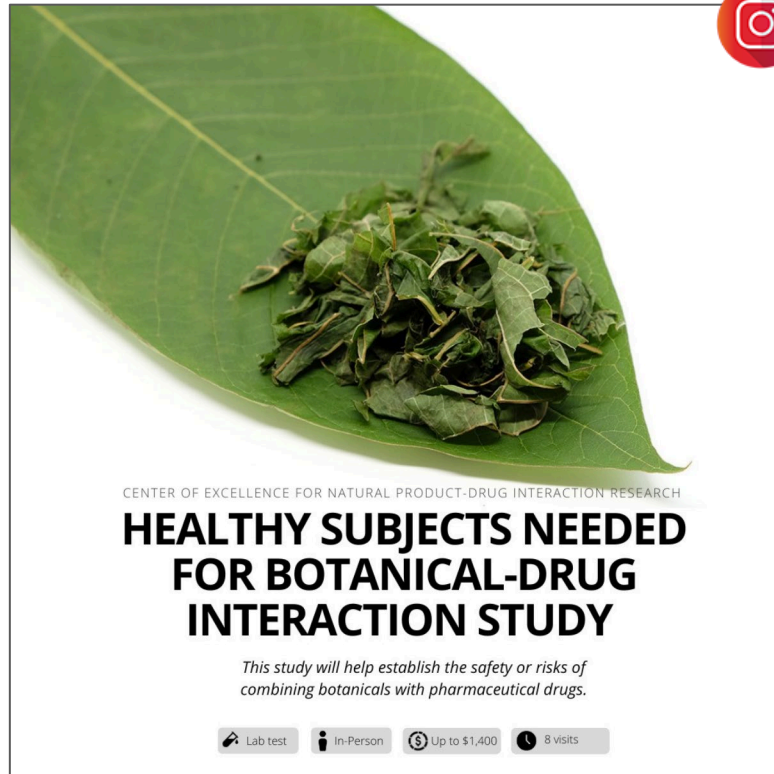
[bit.ly/DigitalCampaignPlanning](https://bit.ly/DigitalCampaignPlanning)



# SOCIAL MEDIA STYLE GUIDE

Prepared by  
Rebecca L. Cooney & Bruce Pinkleton

2021-2022



CENTER OF EXCELLENCE FOR NATURAL PRODUCT-DRUG INTERACTION RESEARCH

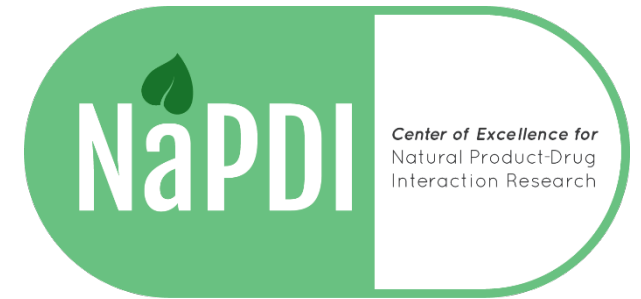
## HEALTHY SUBJECTS NEEDED FOR BOTANICAL-DRUG INTERACTION STUDY

*This study will help establish the safety or risks of combining botanicals with pharmaceutical drugs.*

Lab test In-Person Up to \$1,400 8 visits

napdicenter Researchers at WSU Spokane are seeking healthy males and females for a study that will help establish the safety or risks of combining botanicals with pharmaceutical drugs. Eligibility requirements include: healthy adults, ages 21-45 who weigh between 130-250lbs, and have a body mass index between 19 and 30. All subjects must participate in 8 visits to our offices in Spokane, WA and commit to ~1 hour for 4 of the visits and ~12 hours for the other 4 visits. Participants will receive up to \$1,400 for completing the study.

Learn more at [herbstudy.org](https://herbstudy.org) #kratom #naturalproducts #naturalproductresearch #botanicals #linkinbio

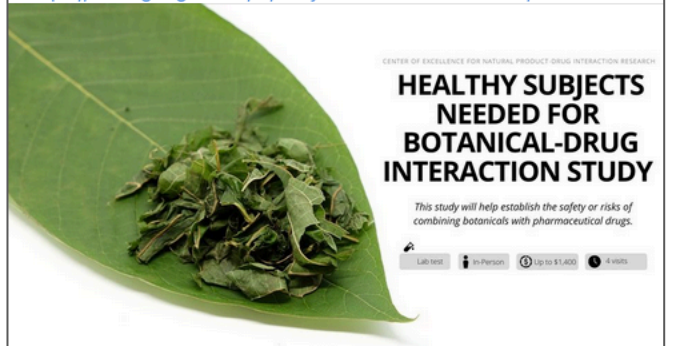


[napdi.org](https://napdi.org) / @NaPDIcenter



Center of Excellence for Natural Product-Drug Interaction Research  
Published by [Rebecca Cooney](#) · July 26 ·

Researchers at [WSU Spokane](#) are seeking healthy males and females for a study that will help establish the safety or risks of combining botanicals with pharmaceutical drugs. Eligibility requirements include: healthy adults, ages 21-45 who weigh between 130-250lbs, and have a body mass index between 19 and 30. All subjects must participate in 8 visits to our offices in Spokane, WA and commit to ~1 hour for 4 of the visits and ~12 hours for the other 4 visits. Participants will receive up to \$1,400 for completing the study. Learn more at [herbstudy.org](https://herbstudy.org). View poster at <https://drive.google.com/.../10SyxDxmIK0kOsToG4Ns.../view...>



CENTER OF EXCELLENCE FOR NATURAL PRODUCT-DRUG INTERACTION RESEARCH

## HEALTHY SUBJECTS NEEDED FOR BOTANICAL-DRUG INTERACTION STUDY

*This study will help establish the safety or risks of combining botanicals with pharmaceutical drugs.*

Lab test In-Person Up to \$1,400 8 visits

See insights

Like Comment Share

Write a comment...

01.

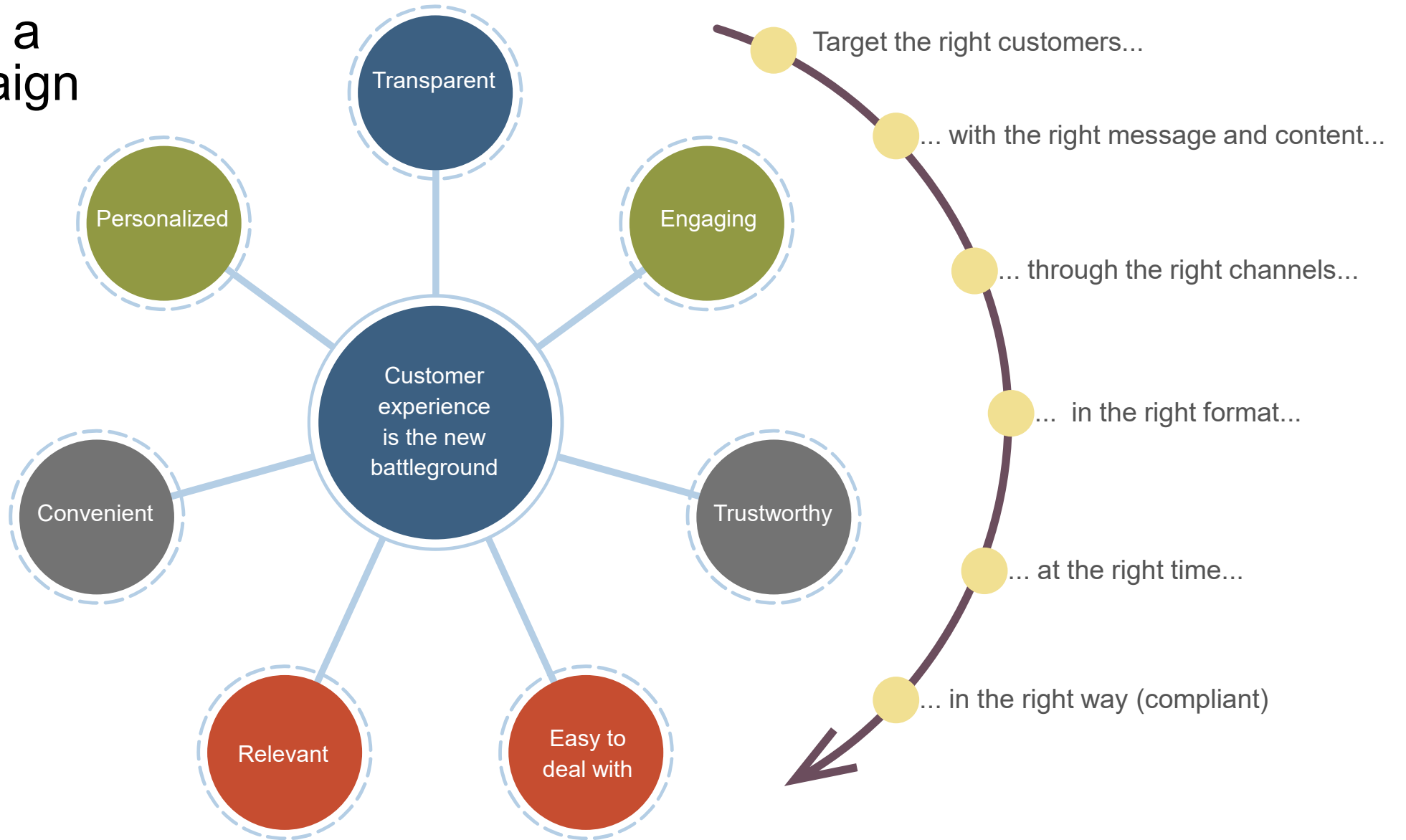
# Introduction to social media engagement strategy

Attributes for success: What makes  
a social campaign strategic?



# Attributes for Success

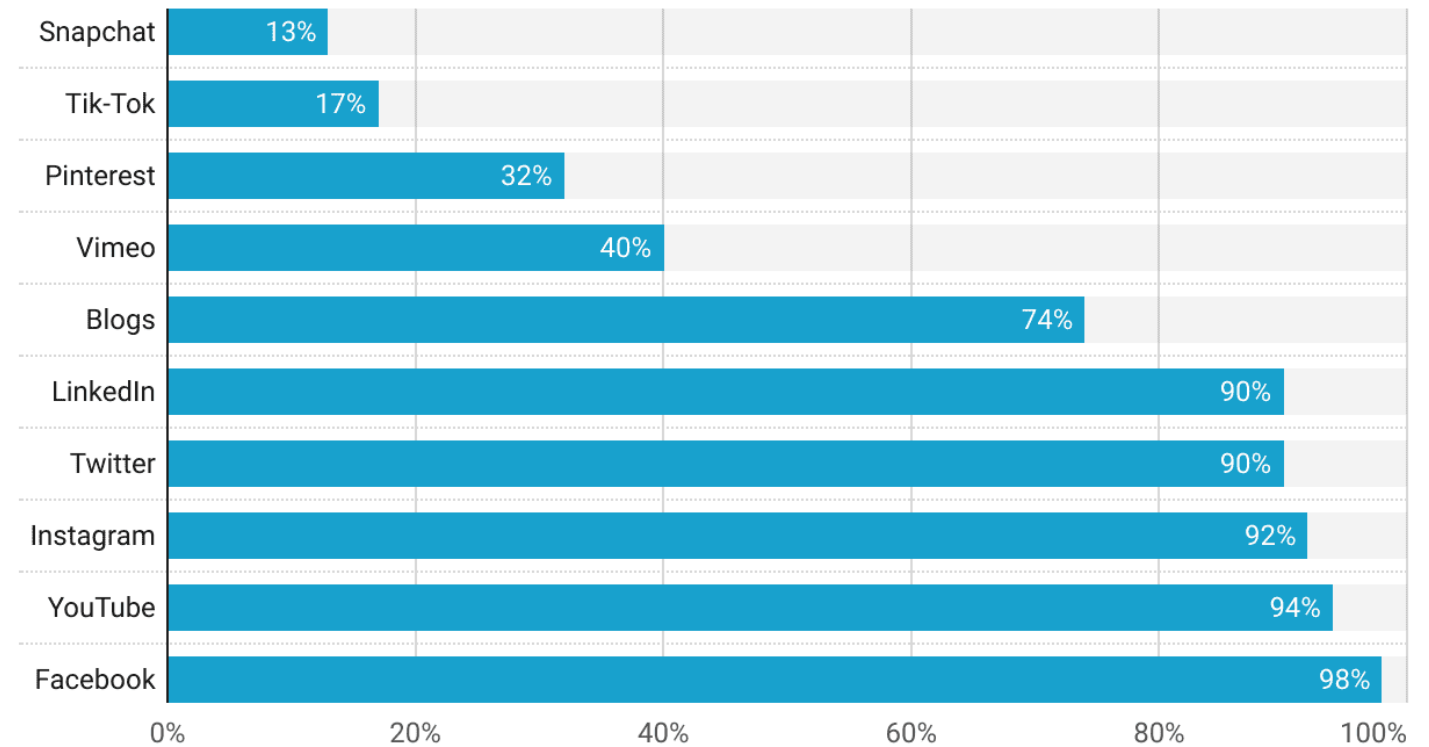
What makes a social campaign strategic?



# Social Media Usage in Healthcare Marketing

## Social Media Usage in Healthcare Marketing

Social Media Usage (March 2022)



(Media Usage in %)

Source: Market.us Media

# Social Media and Healthcare

Insightful statistics: There are 5.24 billion people on social media (2025)

**92%**

Of healthcare organizations use social media for health promotion, patient education, and disease awareness

**84%**

Of patients use social media to seek health information and connect with healthcare organizations

**83%**

Of healthcare professionals believe that social media can improve patient engagement and patient-provider communication

**71%**

Of patients say that positive reviews and social media presence are essential when choose a health are provider.

**58%**

Of patients feel comfortable discussing their health issues on social media  
(indicates potential for open communication and support)

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



Set  
Goals

2



Establish  
Audience

3



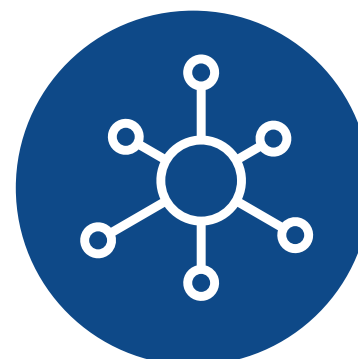
Select  
Platforms

4



Design  
Content

5



Amplify  
Distribution

6



Plan  
Execution

# 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



# 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 committed 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



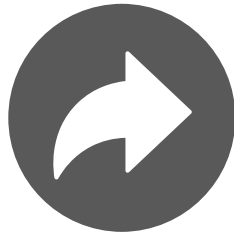
# Step Four: continued

## Content Strategy (continued)...



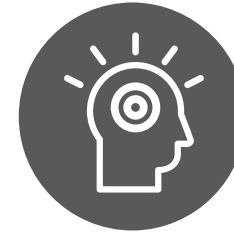
**Content that makes your audience **care****

(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)



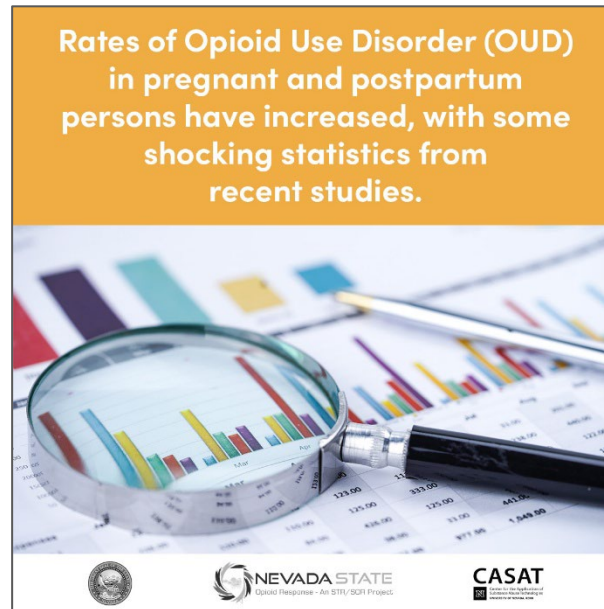
# Step Four: continued

## 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

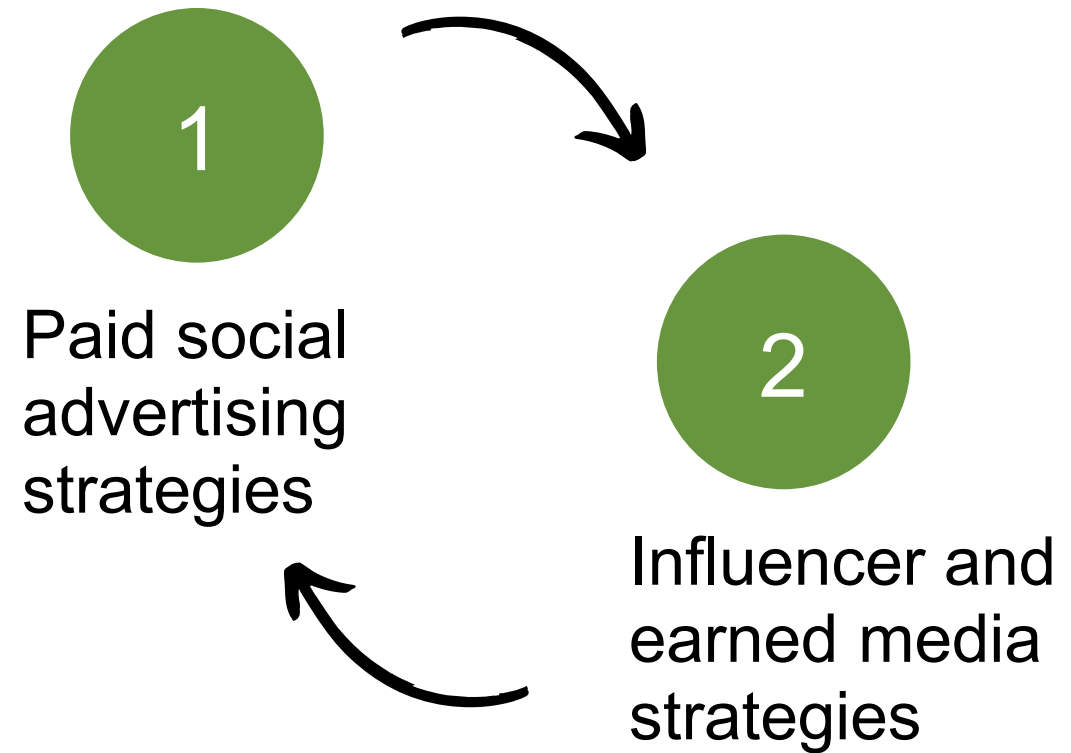
This post is educational and uses language to encourage adding SBIRT into the clinical setting.

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

CARE > SHARE > AWARE > CONVERT



# Step Five: Amplify Distribution



# 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: continued

## 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: continued

## Social Media Strategy Framework

1



Set  
Goals

2



Establish  
Audience

3



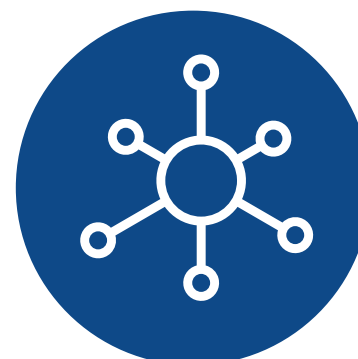
Select  
Platforms

4



Design  
Content

5



Amplify  
Distribution

6



Plan  
Execution

# Framework Focus: Goals, Audience, Platforms

## 1 Define Your Goals:

- What does success *actually* look like? (e.g., Increased awareness? Website clicks? Event sign-ups? Engagement on specific topics?)
- Be specific, measurable, achievable, relevant, and time-bound (SMART).
- Align goals directly with your overarching mission of respectful communication and stigma reduction.



# Framework Focus: Goals, Audience, Platforms (continued)

## 2 Know Your Audience:

- Who *specifically* are you trying to reach within your rural community? (e.g., Individuals seeking help? Families? Healthcare providers? Young adults?)
- What are their unique needs, concerns, barriers, and online behaviors?
- Understanding them deeply ensures your message resonates with dignity and relevance.



# Framework Focus: Goals, Audience, Platforms (cont'd)

## 3 Choose Your Platforms Wisely:

- Where does your *specific target audience* actually spend their time online? (It might not be every platform!)
- Consider platform demographics, features, and your own resource capacity.
- Focus your efforts where they will have the most impact.



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



03.

# Targeted Content Creation.

Cultural competency principles, inclusive language, and stigma-free messaging



# Strategies for Inclusive Language, Visuals and Community Involvement

## Language Actions

- Prioritize person-first language
- Emphasize hope and recovery
- Eliminate judgmental terms and slang
- Keep messaging clear and accessible

## Visual Actions

- Select diverse and authentic images
- Show support and connection (not just struggle)
- Reject stigmatizing stereotypes
- Ensure visual accessibility (e.g., alt-text)

## Community Actions

- Actively listen to community needs
- Partner with local voices and groups
- Involve people with lived experience ethically
- Seek feedback throughout the process

Inclusivity isn't an add-on; it's central to effective, stigma-reducing communication.

# Stigma-Free Messaging and Education

## Share recovery stories:

Personal accounts from people in recovery can be powerful tools for reducing stigma and fostering empathy, especially when shared by individuals from the same rural area

## Emphasize compassion and support:

Stress that people with SUD deserve compassion and respect, not blame


## Highlight the impact of stigma:

Explain how stigma can prevent people from seeking help, leading to further isolation and worsening outcomes


Source: [National Institute on Drug Abuse \(NIDA\)](https://www.nida.nih.gov/)

Source: Las Animas; Huerfano Counties

### STOP THE STIGMA AROUND SUBSTANCE USE AND RECOVERY




People with a substance use disorder are less likely to ask for help when they feel stigmatized.



Nearly 3 out of every 4 Colorado residents with a substance use disorder said they did not seek care because they were concerned about someone finding out they had a problem.

Your community.  
Your words.  
Your impact.




Everyone has the power to end the stigma around substance use. Changing the words we use will create a lasting impact in our community.

558,000  
PEOPLE HAVE A SUBSTANCE USE DISORDER IN COLORADO

9.4%  
OF PEOPLE WITH SUD ARE ENROLLED IN TREATMENT IN A GIVEN DAY


Substance use disorder (SUD) can happen to anyone. Help is available.






Together we can help people with substance use disorders.

#### How You Can Help:

- Use supportive language to talk about substance use
- Spread awareness and educate your peers
- Call the community health nurse: Trinidad: (719) 846-2213; Walsenburg: (719) 738-2650
- In crisis? Call Colorado Crisis Services at 1-844-493-8255 or Text "TALK" to 38255



Sources: SAMHSA, Behavioral Health Barometer, Colorado Vol. 6, 2019; Colorado Health Institute, 2019 Colorado Health Access Survey; Behavioral Health, 2020.



# Stigma-Free Messaging and Education cont'd

## **Promote harm reduction strategies:**

Focus on ways to minimize the risks associated with substance use, even when complete abstinence is not yet possible.

## **Offer resources for support and treatment:**

Provide information about local treatment centers, support groups, and other services available in the rural area.

## **Incorporate diverse voices:**

Feature stories and perspectives from people with SUDs and their families from different backgrounds within the rural area to build a more inclusive message.

### **Examples of Messaging in Rural Contexts:**

"Recovery in our community is possible. It's okay to ask for help."

"Your neighbor, your friend, your family member may be struggling with a substance use disorder. Let's create a supportive environment where people can seek treatment and recovery without judgment."

"We're here to provide information, resources, and support for individuals and families affected by substance use disorders. You're not alone."

**What's one common messaging misstep in rural substance abuse disorder outreach that fuels stigma, and how can it be shifted?**

04.

# Digital campaign planning and implementation

Guidelines for sharing your  
messages across multiple channels



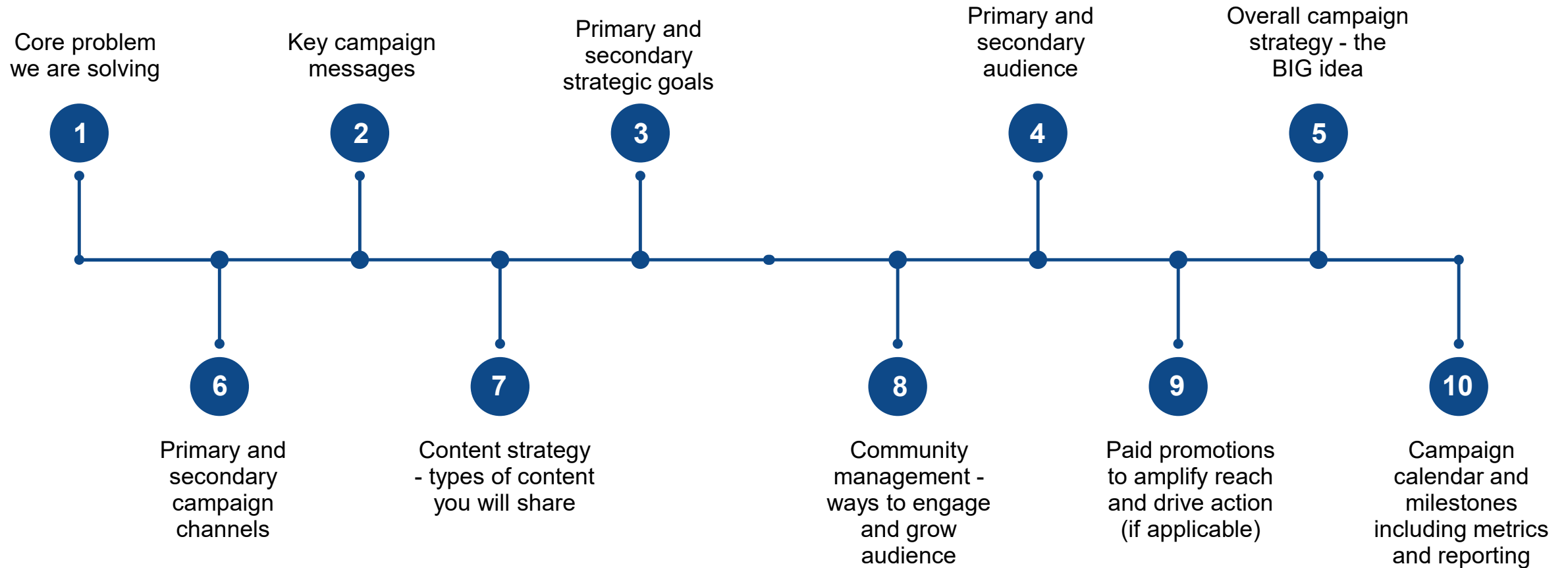
“

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<sub>confid</sub>





# #PerinatalHealthSBIRT Media Toolkit

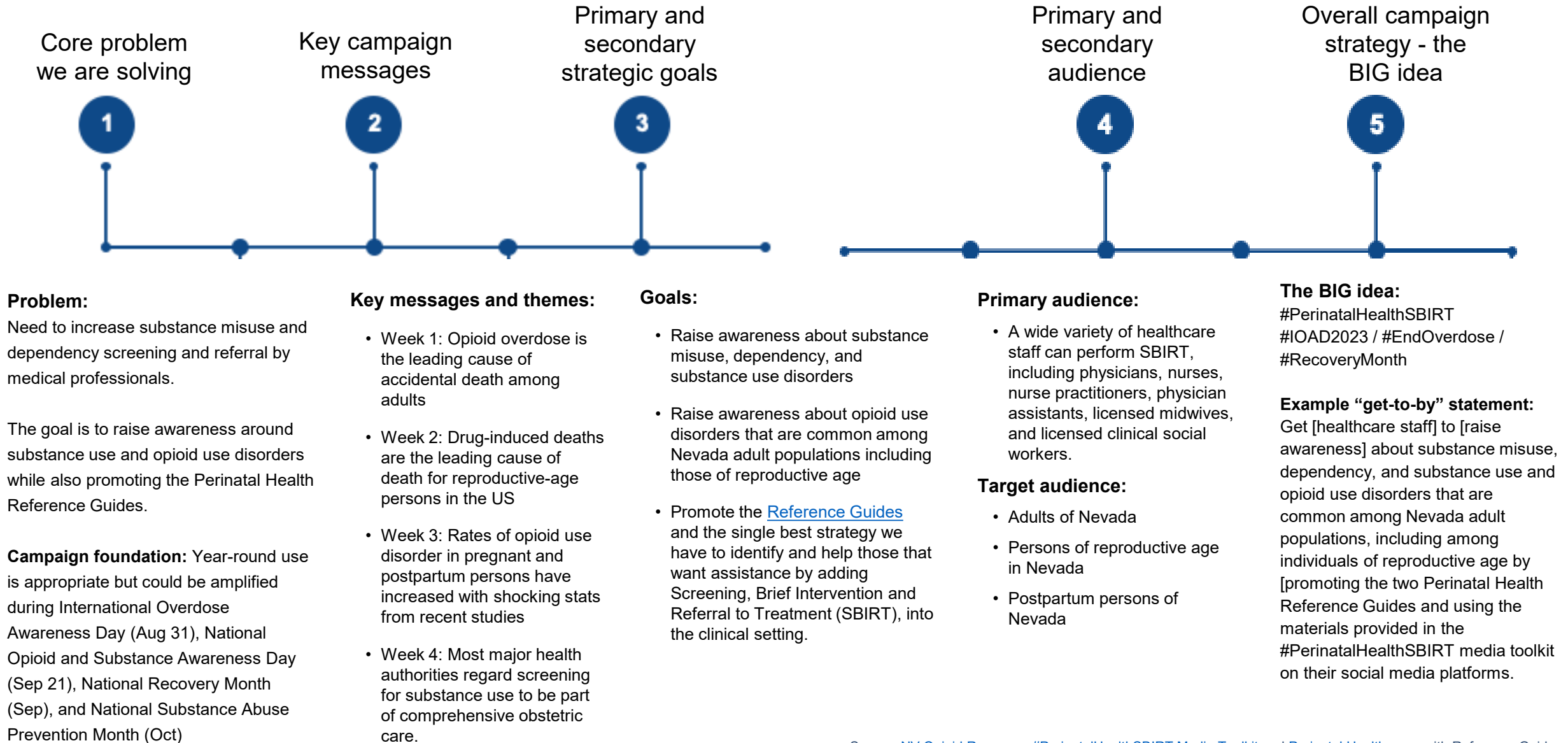


Source: [NV Opioid Response #PerinatalHealthSBIRT Media Toolkit](#)

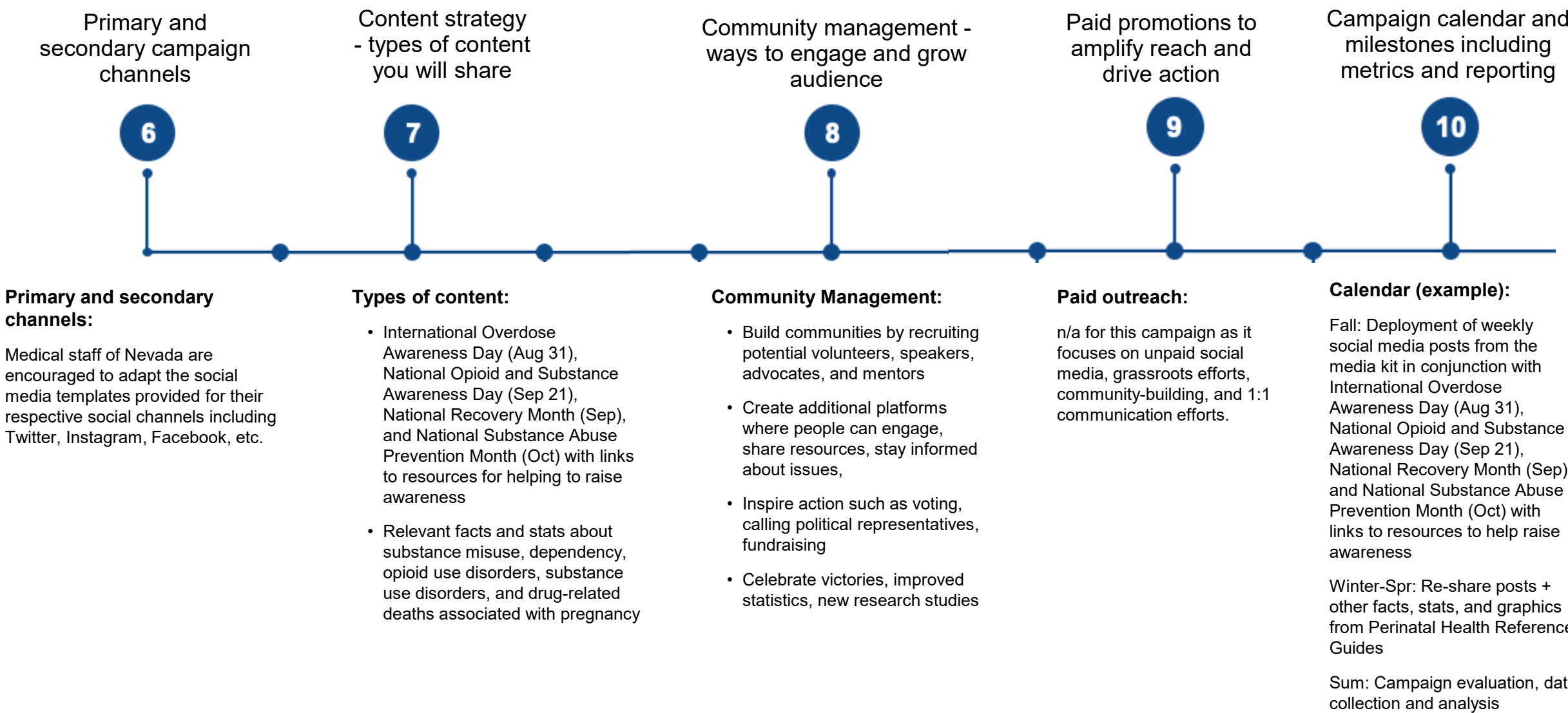
## Weekly Themes

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



# Breaking down #ProofsInTheNumbers campaign



# Guidelines for Multi-Channel Message Sharing

- ✓ Maintain core message consistency
- ✓ Adapt content for each platform
- ✓ Target platform selection for your audience
- ✓ Leverage platform strengths (e.g., Instagram reels, Facebook groups and events, polls, educational videos)
- ✓ Provide clear and relevant calls to action
- ✓ Optimize timing and frequency
- ✓ Track and analyze across channels



The infographic features a light green background with a floral border at the bottom. It includes an Instagram icon in the top right corner. The text is organized into several sections, each with a purple header bar. The bottom of the infographic features the SAMHSA logo and a text box with a search bar and a message.

You're not alone.  
Help is available.

**988 Suicide & Crisis Lifeline**  
988 or 988Lifeline.org

**Veterans Crisis Line**  
Dial 988 (press 1)

**SAMHSA's National Helpline**  
1-800-662-HELP (4357)

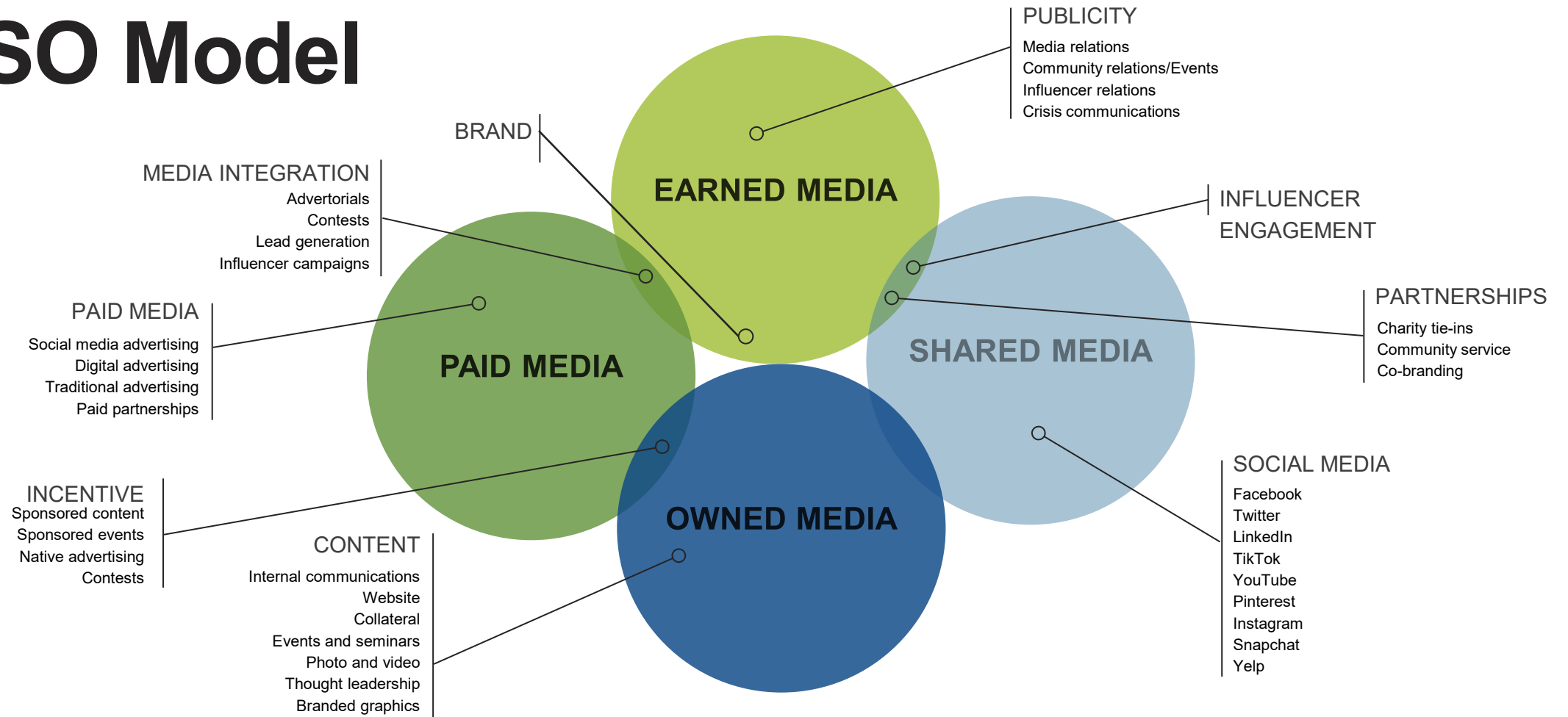
**Disaster Distress Helpline**  
1-800-985-5990

**FindSupport.gov**      **FindTreatment.gov**

  If you're looking for resources for mental health or substance use challenges, help is available.



# PESO Model



Adapted graphic from [Wright on Comm](#)

## PAID:

- Online advertising, search engine marketing
- Underwriting and sponsorship
- Radio PSAs
- Professional videos or video ads
- Social media advertising
- Swag, merchandise
- Sponsored content

## EARNED:

- Event listings
- Influencers – blog coverage
- Articles and stories shared on web, print, radio and TV
- Interviews with stakeholders
- Event coverage
- Social media engagement (likes, shares, comments)
- Reviews by stakeholders, donors, supporters
- Testimonials

## SHARED:

- Social media channels
- Newsletter
- Curated content - blogs, social, article contribution
- Op-Eds
- Letters to the editor
- Community engagement

## OWNED:

- Websites, campaign landing pages
- Social media engagement strategy
- Articles
- Letters from the editor
- Printed materials
- Direct marketing (postcards, e-newsletter)
- Public speaking
- Online newsroom, press

# 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



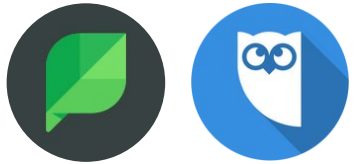
## **Adobe Creative Cloud**

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: <sup>1</sup>

## 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.

# Digital Campaign Tools: 2

## Ethical AI as Your Content Co-Pilot

### Content Ideation and Drafting

- Generate initial drafts, outlines, or variations for posts/campaigns.
- **Example Prompt:** "Draft 3 social media posts about local SUD support groups, focusing on hope and anonymity for a rural audience."
- **Benefit:** Overcomes writer's block, explores different angles quickly.

### Summarize and Simplification

- Condense research, reports, or complex health information into accessible language.
- **Benefit:** Saves time, helps translate jargon for public consumption.

### Persona Simulation and Message Testing

- Use AI to anticipate audience reactions and refine messaging.
- **Example Prompt:** "Critique this draft message [insert draft] from the perspective of someone hesitant to seek SUD treatment due to community stigma."
- **Benefit:** Identifies potential triggers, improves resonance, checks for clarity.



# Digital Campaign Tools: 3

## Ethical AI as your Content Co-Pilot

### Ethical Considerations

- **Human review is mandatory:** Never publish AI-generated content without thorough review and editing by a human expert for accuracy, tone, and ethical alignment.
- **Bias awareness:** AI reflects biases in its training data. Critically evaluate output for stereotypes and bias.
- **Accuracy and fact-checking:** AI can "hallucinate" or provide incorrect information. Verify all facts, especially health-related details.
- **Privacy and confidentiality:** Never input real patient information or sensitive personal data.
- **Authenticity and empathy:** Ensure the final message retains a genuine, human touch and reflects true compassion.

# Digital Campaign Tools: 4

## Ethical AI as your Content Co-Pilot

### AI for Trauma-Informed Messaging

**Sensitivity checks:** Prompt AI to help identify potentially triggering language or concepts.

*"Review this text for language that might unintentionally blame or shame someone with SUD."*

**Focus on safety and empowerment:** Ask AI to help frame messages prioritizing safety, choice, hope, and available support systems.

*"Suggest ways to phrase this call-to-action to emphasize confidentiality and user control."*

# AI Tools I Use



## Google AI Studio

- Web-based platform for Google's AI models (like Gemini)
- Easily experiment with prompts to generate text, code, and more.
- Suits beginners (no-code exploration) and developer prototyping.
- Supports multi-modal inputs (text, images) and API integration



## Google Gemini and “Gems”

- A multimodal AI assistant developed by Google AI
- Functions as an advanced chatbot, understanding various data types
- Handles text, images, audio, and video inputs and outputs
- “Gems” are AI co-pilots and help you package topic-based prompts for recurring use



## **Adobe Firefly**

- A family of generative AI models by Adobe for creative tasks.
- Enables creation of images, video, audio, and vector graphics.
- Accessible as a standalone app and integrated within Creative Cloud.
- Designed to be commercially safe, trained on licensed/public domain content.

**What strategies have you found most effective for engaging and involving local communities in your campaigns?**

05.

# Enlist, engage, and activate your audience

Creating engaging content that yields  
measurable results



# Engaging your Audience

Create content that enlists, engages, and activates

Tell stories



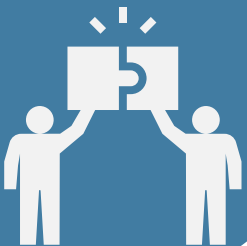
Use visuals



Apply media mix



Enlist partners



Use humor



Be actionable



# Public Health Campaign Examples

Campaign Type	Examples from SAMHSA
Purpose-driven campaigns that address mental health awareness	"Your Mind Matters" campaigns that raise awareness and support for mental health and links to free resources. Popular on TikTok and Instagram.
Personalized healthcare journeys	Focus on individualized healthcare journeys to deepen patient engagement; helps people feel seen, valued, and supported.



## MENTAL HEALTH MATTERS



#MENTALHEALTHMONTH 

*SAMHSA*


**HELP IS AVAILABLE.**

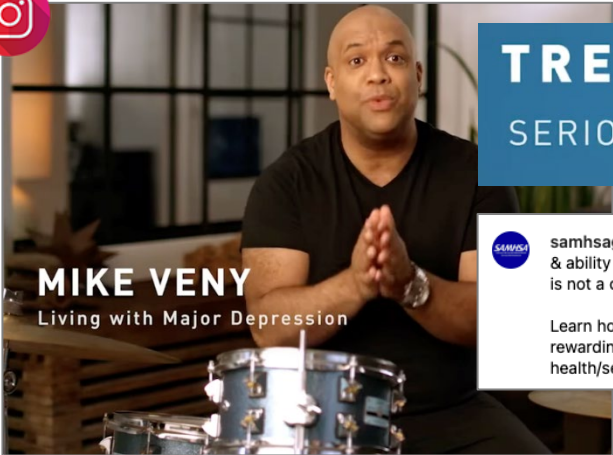
National Suicide Prevention Lifeline  
**1-800-273-TALK (8255)**

SAMHSA's National Helpline  
**1-800-662-HELP (4357)**

Disaster Distress Helpline  
**1-800-985-5990**


Behavioral Health Treatment Services Locator  
**[findtreatment.samhsa.gov](https://findtreatment.samhsa.gov)**






**MIKE VENY**  
Living with Major Depression

## TREATMENT FOR SERIOUS MENTAL ILLNESS

 **samhsagov** A mental illness that interferes with a person's life & ability to function is called a serious mental illness (SMI). SMI is not a choice, a weakness, or a character flaw.

Learn how treatment helps people living with SMI live healthy & rewarding lives  <https://www.samhsa.gov/mental-health/serious-mental-illness>

> [Link to post](#)

# Public Health Campaign Examples contd

Campaign Type	Examples from SAMHSA
Community-based campaigns	Community-based and tailored campaigns foster belonging
National “day, week, month” campaigns	Effectively raise awareness, mobilize support, and encourage action



HELP & RESOURCES ARE AVAILABLE

APRIL

ALCOHOL AWARENESS MONTH

SAMHSA



Samhsagov

Did you know April is #AlcoholAwarenessMonth?

Talking to teens about alcohol early can help prevent underage drinking and create safer, healthier communities.

See how Youth Families and Communities United and MADD are making an impact through education and prevention resources.

Join the movement! Learn more and access valuable tools to support prevention.

#AlcoholAwarenessMonth #PreventionMatters #TeenWellness #SaferCommunities #CommunityPrevention #EmpowerYouth #UnderageDrinkingPrevention

4w

Communities Talk Highlights:  
The Power of Partnerships with  
Schools and Organizations



Samhsagov

Did you know April is #AlcoholAwarenessMonth?

Talking to teens about alcohol early can help prevent underage drinking and create safer, healthier communities.

See how Youth Families and Communities United and MADD are making an impact through education and prevention resources.

Join the movement! Learn more and access valuable tools to support prevention.

#AlcoholAwarenessMonth #PreventionMatters #TeenWellness #SaferCommunities #CommunityPrevention #EmpowerYouth #UnderageDrinkingPrevention

4w



Local vendors set up interactive tables, creating a dynamic learning environment. Adults were also provided with drug fact sheets to help raise awareness and support prevention efforts.



# Emerging Trends: Digital Marketing and AI



Trend	Description	AI's Role	Examples
Hyper-personalization	Creating individualized experiences via content, product recommendations, and offers delivered in real-time across	AI processes vast customer data to understand preferences and predict needs; enables it to automatically assemble and proactively deliver personalized content and experiences	<ul style="list-style-type: none"><li>• Tailoring website content (e.g., CTAs, impact stories, donor features)</li><li>• Personalized donation asks that reference past contributions</li><li>• Dynamic ads for specific campaigns</li></ul>
Content creation and optimization	Using AI to assist in and automate various aspects of content creation, from ideation to generation and optimization	AI revolutionizes content creation by assisting with or automating tasks (e.g. generating text and visuals, researching relevant topics, optimizing content for better search engine performance and user engagement)	<ul style="list-style-type: none"><li>• Generating drafts for donor thank you notes</li><li>• Identifying trending topics and relevant keywords related to a campaign</li><li>• Optimizing web content with AI suggestions to improve search ranking</li></ul>

# Emerging Trends: continued

## Digital Marketing and AI continued



Trend	Description	AI's Role	Examples
Predictive analysis and customer insights	Leveraging data to forecast future customer behavior, identify high-value leads, predict churn, and optimize marketing spend.	AI analyzes supporter data to predict engagement likelihood, potential disengagement, and long-term value, thereby optimizing campaign strategies and resource allocation for nonprofits	<ul style="list-style-type: none"><li>• Donor prospect scoring (e.g., who is most likely to make a first-time donation based on engagement)</li><li>• Identifying patterns in lapsed donor reactivation</li><li>• Identifying major gift potential by analyzing giving history and engagement</li></ul>
Social listening and sentiment analysis at scale	Monitoring social media and online conversations to understand brand perception, identify trends, manage crises, and engage with audiences	AI analyzes online conversations to gauge public sentiment, spot emerging trends, and identify key influencers; helps nonprofits refine messaging, adapt to supporter interests, amplify reach	<ul style="list-style-type: none"><li>• Monitor brand perception after campaigns or public statement to understand public sentiment (positive, negative, neutral)</li><li>• Identify emerging trends and topics via social chatter</li><li>• Find advocacy partners (influential bloggers, local community figures)</li></ul>

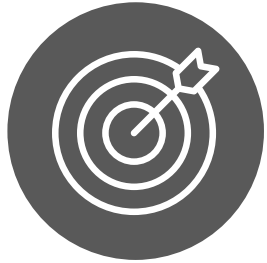
“

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



# 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

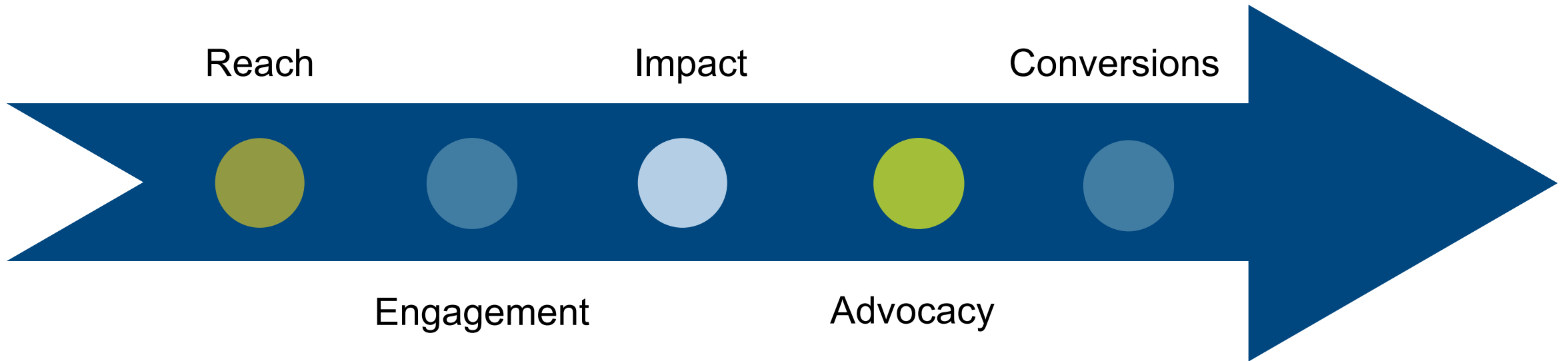
(e.g. Google Analytics, 3rd party tool insights, social media metrics, advertising insights, PR coverage)



## Campaign monitoring and reporting

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

# Practically Speaking, What are you measuring?



# 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.

**Q&A**



# 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)
- [“Cultural competence in health and human services”](#) from National Prevention Information Network (NPIN) via Centers for Disease Control and Prevention (CDC) (June 2024)
- [“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 (2024)
- [“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**

rebecca-cooney.com  
@rebeccacooney (LinkedIn)



# Pacific Southwest

RURAL OPIOID TECHNICAL

ASSISTANCE REGIONAL CENTER

## Thank you!

To join the Pacific Southwest ROTA-R mailing list  
please visit [psrota-r.org](https://psrota-r.org)

*This product was funded under a cooperative agreement from the Substance Abuse and Mental Health Services Administration (SAMHSA) Center for Substance Abuse Treatment (CASAT) (Grant Number H79TI085586). All material, except that taken directly from copyrighted sources, is in the public domain and may be used and reprinted for training purposes without special permission. However, any content used should be attributed to the Pacific Southwest Rural Opioid Technical Assistance Regional Center (PS ROTA-R).*

