Virtual Health Education: Social Media Branding and Audience Engagement

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Program Title

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Virtual Health Education: Social Media Branding and Audience Engagement

Program Type

Live General Interest Session

Session Aim

Individual Skill Building and Leadership Development
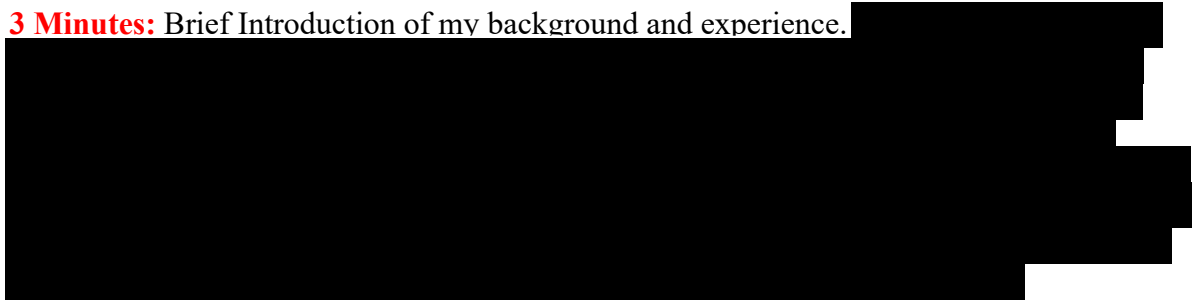
Advisor Track
Is this for advisors?

No

Program Abstract

In the age of social media, and especially in the age of COVID-19, peer education is changing. As peer educators, our work doesn't end just because our programming has shifted to be mostly virtual. We are relying on the internet now more than ever to deliver our health messaging. Luckily for us, 90% of students between the age of 18-29 use some form of social media. If you can develop a brand that appeals to students and encourages engagement, your health messaging can reach far and wide. This program will teach you the ins and outs of social media management, whether its improving follower engagement or creating a visual brand that's recognizable immediately. Most importantly, this program will show you how fun social media can be. Develop skills that will help you make your followers learn while also making them laugh.

Program Outline/Description

This presentation will be accompanied by a PowerPoint with visual representations and examples of the different visual branding guidelines in the context of the UM Student Health Service's implementation

3 Minutes: Brief Introduction of my background and experience. ████████████
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5 Minutes: What is a brand?

- **2 Minutes: Activity   Brand Recognition** (I will show advertisements from recognizable brands such as McDonalds or Apple with the identifying information text/logos] removed, and ask attendees to identify the companies)
- **Defining a brand:** As you can see from the previous activity, a brand is more than just the name or the logo of a group It's a feeling A vibe While this makes it difficult to define, it's important to understand. Your brand includes everything your audience thinks it knows about your group   both factual and emotional

In the age of social media, and especially in the age of COVID-19, peer education is changing As peer educators, our work doesn't end just because our programming has shifted to be mostly virtual. We are relying on the internet now more than ever to deliver our health messaging Luckily for us, 90% of students between the age of 18 29 use some form of social media. If you can develop a brand that appeals to students and encourages engagement, your health messaging can reach far and wide

10 Minutes: Branding Basics

- You don't need to be on every channel It's better to choose one and do it right If you can do three, great, but don't water-down your reach because you're spread too thin.
- Utilize the different channels to their strengths Facebook is great for organizations that plan a lot of events, as it has features for event scheduling, invitations, and RSVPs. Twitter is limited to 280 characters, so it is best suited for quick facts, reminders, or posts that are simply meant to be entertaining (think: memes).
- Follow the trends, even if your organization is not on Tiktok, can your individual educators take advantage of the trends they're seeing and create educational material using popular sounds   **Activity/Discussion: Brainstorm a post idea based on a current trend.**
- Work across platforms While it's important to utilize channels to their strengths, you also want consistency in your content. Along the lines of the previous point, Tiktoks can be shared via the new Instagram reels Facebook videos can be shared through IGTV. Work smarter not harder.
- You don't need thousands of followers 10 followers who engage with your educational material are better than 1000 followers who don't pay any attention. Don't get caught up in follower figures We will discuss how to encourage engagement
- Post frequently. If you're not posting, you're not visible, so focus on the frequency.

10 Minutes: Social Media Engagement

- **Type of Content:** First and foremost, social media should be FUN! At SHS we focus on health communication which can be inherently serious It's important, however, to engage with your followers in a way that makes them think but doesn't induce stress or negative feelings   A recent strategy that we have implemented is the recreation of popular memes accompanied by health facts. These posts have received a lot of engagement, especially shares The comedic entertainment aspect of it makes people want to share it with their friends, but each share has a health communications message attached (Will show examples of these posts)
- **Creating Social Media Challenges:** Peer-to-peer learning is a great way to spread awareness on topics of interest You are peer educators after all Encourage your followers to tag their friends in your posts to share the message. Instagram stories are a great place to implement social media challenges For example, UM Student Health has created a bingo card for healthy behaviors related to COVID-19 prevention. The important part of the bingo card is that there is a call to action for anyone who posts it to tag three of their friends. The goal is that the friends will then tag three more, and so on, spreading the message further (It works, and there will be examples to show to support these claims). Fun challenges like this are important because they incentivize students to participate even if your organization is limited in resources and can't produce giveaways.
- **Utilizing the built in features of different platforms:** Twitter, Instagram, and Facebook all have polling options. If you want to ensure follower engagement, then ask them questions! Your account shouldn't exist as an ethereal entity For example, if you are deciding between colors for a merch item, why not poll to see what your followers like best? You can also use these for educational purposes through things like trivia.
- **Giveaways:** Giveaways are a guaranteed way to encourage engagement Will use the example of the UM Student Health #MaskUpCanes campaign.
- **Lessons learned:** These techniques are not a guarantee! Social media fatigue is real, and sometimes your campaigns fail. Here we will discuss some of the less successful posts from UM Student Health and encourage participants to give their thoughts on how they could have been improved.

15 Minutes: The Visual Brand

- **5 Minutes: LOGOS LOGOS LOGOS** – Logos are an often-underappreciated aspect of creating a brand, but the logo is essential to your message It is a visual representation of both your organizations personality and purpose and should be included in all communications material
  - Logo Basics:
    - If your organization doesn't have a unique logo, get one Your team does not need a graphic designer on staff to be able to create a logo. Sites like Canva or Wix offer logo design services
    - Keep it Simple. The most recognizable brands have logos that are versatile, yet simple, and can be used with or without accompanying text Think: Facebook, Nike, Amazon)
    - A general guideline to follow for logo design Use as few words as possible and keep the color scheme to 3 colors or less. This ensures that your logo is versatile in a variety of visuals
  - In order to maximize the effectiveness of logo usage in your visual brand, your organization should always have the following versions available
    - Full Color, full text PNG with transparent background – This is your staple (show examples of what I mean by full text) The transparent

background is important, because it allows other organizations to incorporate your logo into any marketing materials produced for collaborative programs
  - **Single Color PNG with Transparent Background** – This version is absolutely necessary if your organization plans on incorporating t shirts, water bottles, or other branded giveaway items into your programs. These items are often charged by the number of colors used, so a one color version prevents excessive charges.

- **3 Minutes: Branding your timeline** The goal of a successful Instagram post is to have the viewer visit your page. When they visit your page, the goal is to have them follow you so that they can continuously receive educational materials This is why it's important to examine your timeline as a whole in addition to the quality of individual posts (Student Health has recently undergone a change in Instagram aesthetic, and the presentation will feature examples of this)
- **3 Minutes: Video Killed the Radio Infographic Star** While the humble infographic still has its importance, social media users are evolving to consume more and more video content According to [Forbes](#), a third of online activity is now spent watching video, and almost half (45%) of individuals watch more than an hour of video content on Facebook or YouTube every week To successfully develop your visual brand, video is essential. Video is also important because, as long as you have access to a phone, you can produce educational video content There are no specialized skills needed. (Example: Student Health Movember campaign to raise awareness for men's mental health)
- **2 Minutes: The Face of Peer Education –** Finally, as peer educators, you have the all important responsibility of putting a face to the brand Students are more likely to engage with an account if they know that there are real people behind it. Do not shy away from student spotlights, Instagram takeovers, or other Peer Educator features. (Will provide examples of Student Health "Healthy at Home" Instagram takeovers)

10 Minutes: Question and Answer

- Attendees will learn how to effectively convey health education materials through different social media platforms
- Attendees will learn how to define a social media brand, as well as the importance of visual branding, and how to develop a social media aesthetic, even without graphic design experience.
- Attendees will learn techniques to encourage followers to engage with educational content.
- Attendees will learn about the different resources available to aid in social media content production and management.

Presenter 2

First Name:

Last Name:

Position/Title:

Institution:

Presenter 3

First Name:
Last Name:
Position/Title:
Institution:

Presenter 4

First Name:
Last Name:
Position/Title:
Institution:

Presenter 5

First Name:
Last Name:
Position/Title:
Institution:

Background of Presenter(s)

CHES Credit

No

Confirmation
Confirmation of Program Information

Confirmation of Program Information

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