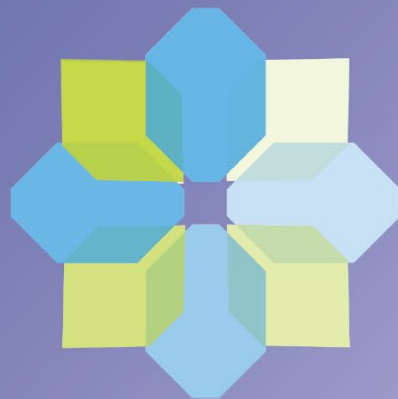




USING FREE OR LOW-COST TOOLS TO BUILD OUT SOCIAL MEDIA EFFECTIVELY

CHARLOTTE HAGER, ERIN LONGBOTTOM,
AND NAOMI SLACK



2020 NFPRHA
NATIONAL CONFERENCE

A photograph of two young people, a woman with long brown hair and a man with short blonde hair, looking down at a book together. The image is overlaid with a semi-transparent blue filter. The woman is on the left, smiling slightly, and the man is on the right, looking at the book. The book they are holding has a blue cover with some text and a graphic. The background is out of focus, showing what appears to be a window or a bright light source.

SOCIAL ANALYTICS

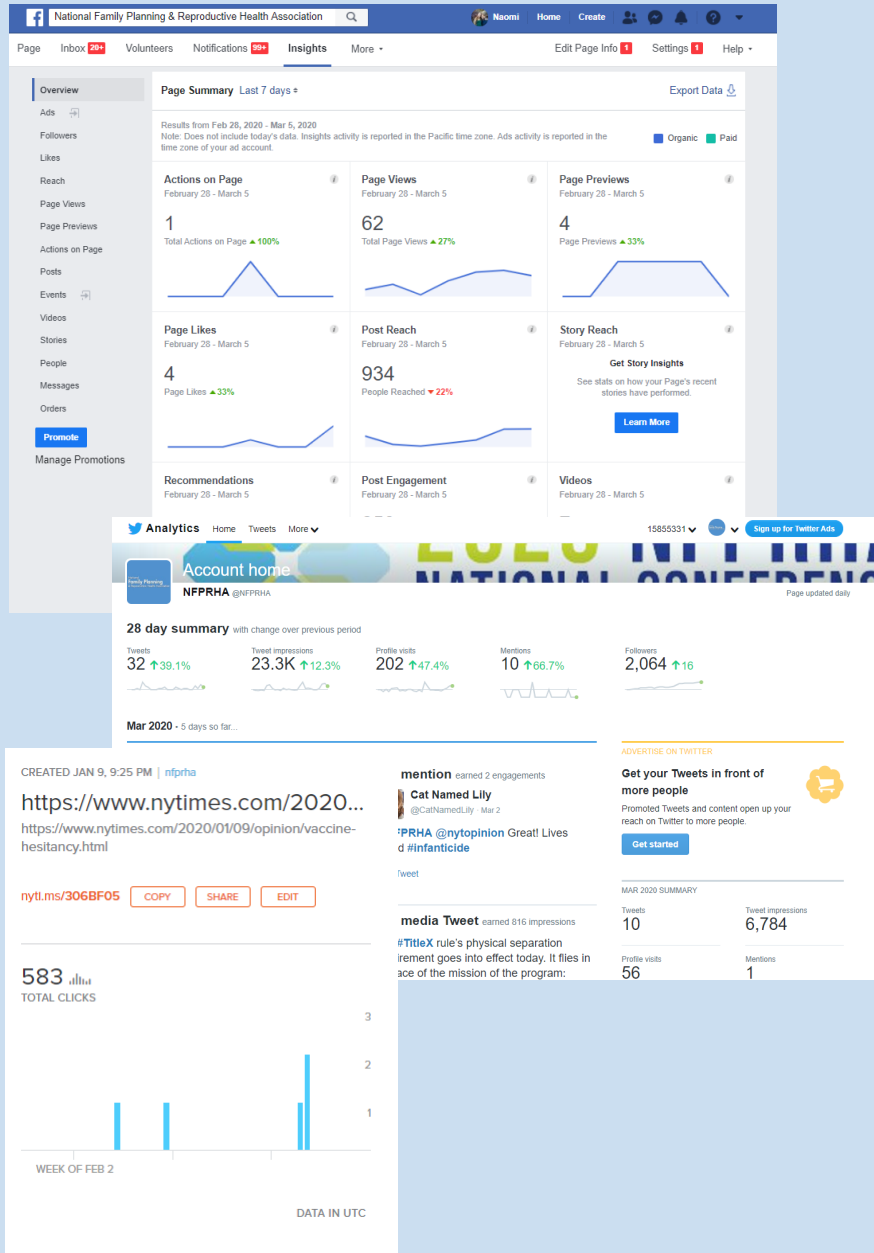
National
Family Planning
& Reproductive Health Association

SOCIAL ANALYTICS

- To have quantifiable metrics for funders, your leadership, and more
- To know how effective your posts are in reaching your intended audience
- To learn more about what audience you are reaching



Why should I use them?



What are good sites for analytics?

- Native analytics in facebook and twitter
- Hashtag trackers
 - Hashtracking.com
 - Keyole.co
 - Tweetbinder.com
- All of these sites will give you unpaid reports for somewhere between 7-30 days.
- Link tracking: bitly.com

Free photo banks are possible.... just watch
the creative commons license!



GRAPHICS TOOLS

- Canva is free!
- Adobe products can be purchased on a monthly subscription individually for approx. \$30
 - Illustrator
- [Genderphotos.vice.com](https://genderphotos.vice.com)



MISCELLANEOUS TOOLS

- Schedule your content for free with hootsuite.com (so that you don't have to monitor it 100% of the time)
- Use pre-made content for campaigns from partner organizations (like NFPRHA or NWLC!)
- Public health observances, like National Condom Week or Breast Cancer Awareness Month, are great opportunities to build easy social media

BEYOND THE PAMPHLET

GETTING CREATIVE WITH HEALTH
EDUCATION
AND OUTREACH

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Nothing to Disclose

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& Reproductive Health Association

OVERVIEW

- My Background
- Why Health Education Matters
- Barriers = Opportunities
- Resources That Exists
- When You Have No Money
- When You Have Some Money
- When You Get A Grant
- Extra Resources
- Now Your Turn!



MY BACKGROUND

- Visual Artist
- Master of Public Health
- In the field of sexual and reproductive health over 13 years
- Worked in community clinics and SBHCs for nearly 8 years
- Oversee family planning policy, initiatives and Title X program support
- LOVE health education



WHY HEALTH EDUCATION MATTERS

- **Good health education is the ability to take complex health information and make it accessible and digestible for a person**
- Patients are not medical professionals or researchers
- How does this information apply to me?
- Compliance happens with empowerment and personal agency
- PAMPHLETS ARE BORING

BARRIERS = OPPORTUNITIES

- ***“Think outside the box”***
 - No money? No problem!
 - Needs assessment and landscape of your resources
 - Make it a team effort
 - Can you get your patients/ audience involved?
 - You do not have to reinvent the wheel
 - Anything is better than a pamphlet

**When
You
Have
No
Money**

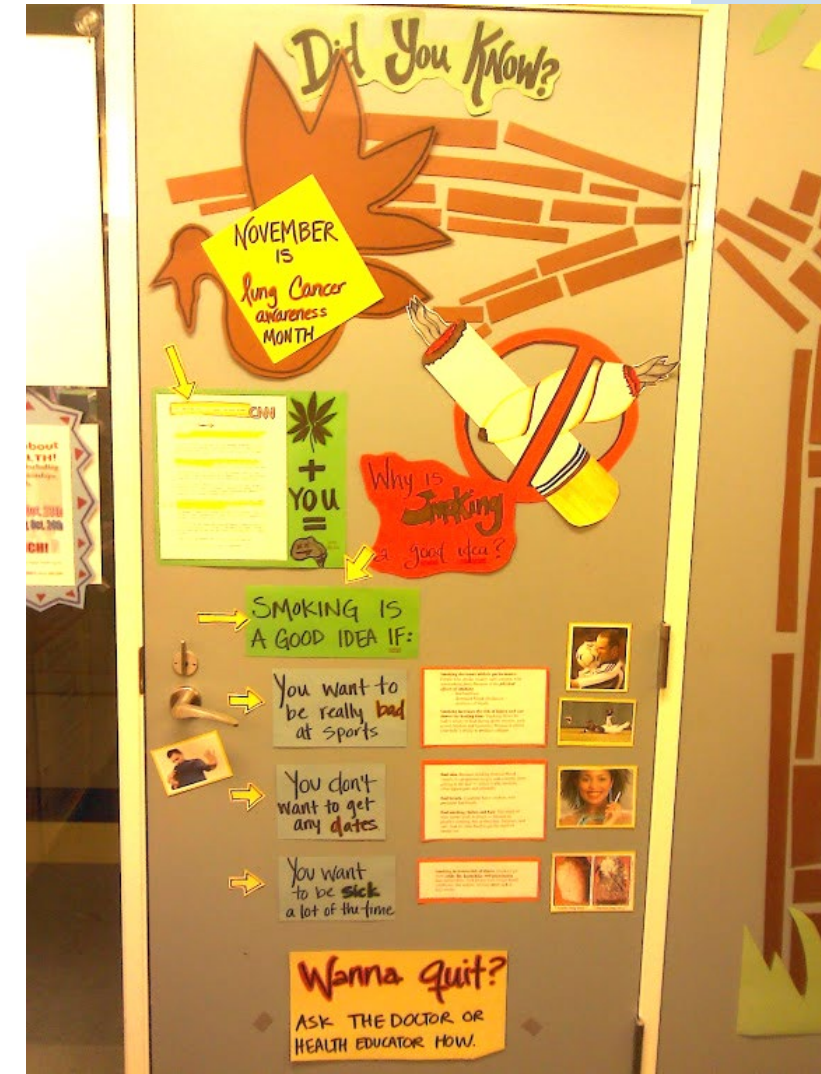
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WHEN YOU HAVE NO MONEY

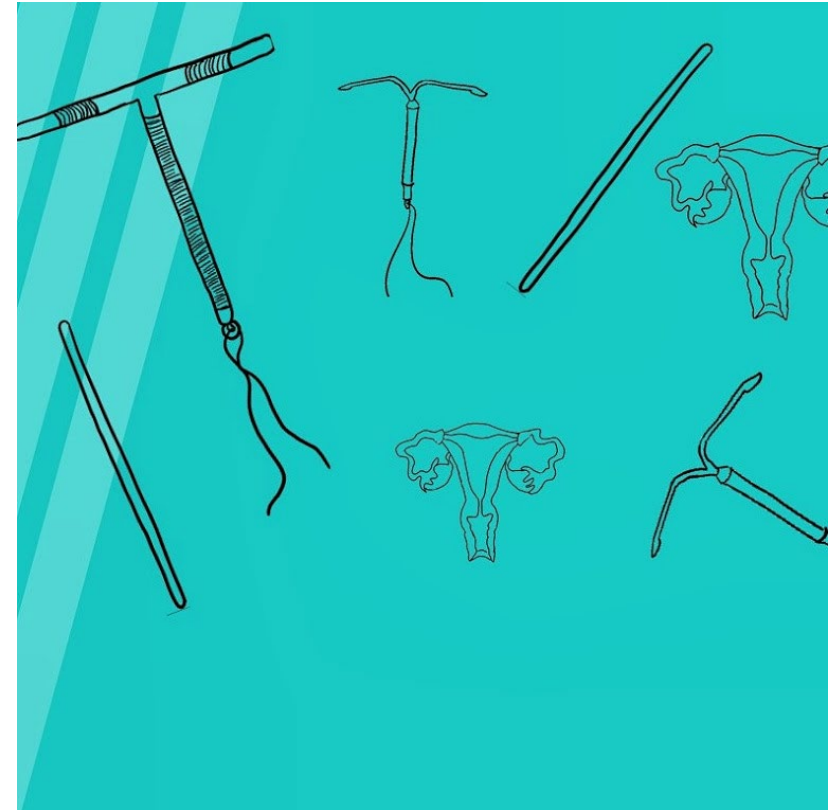
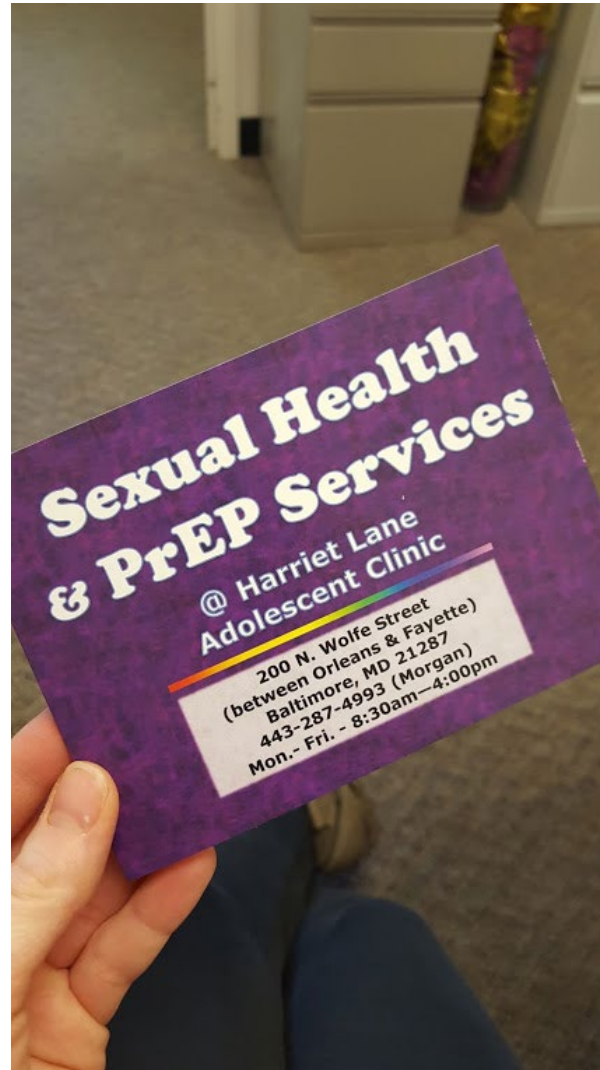
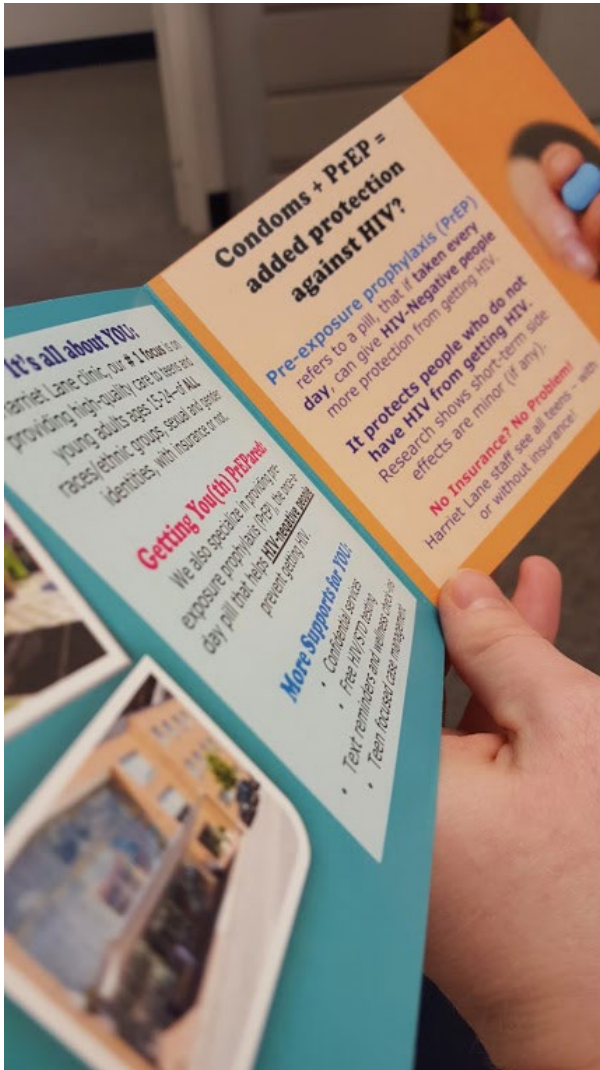
- ***“Get creative with your italics”***
- Construction Paper
- Markers
- Tape
- Stapler
- Computer
- Copier/ printer (oh so fancy!)

FREE POSTERS = FREE HEALTH EDUCATION

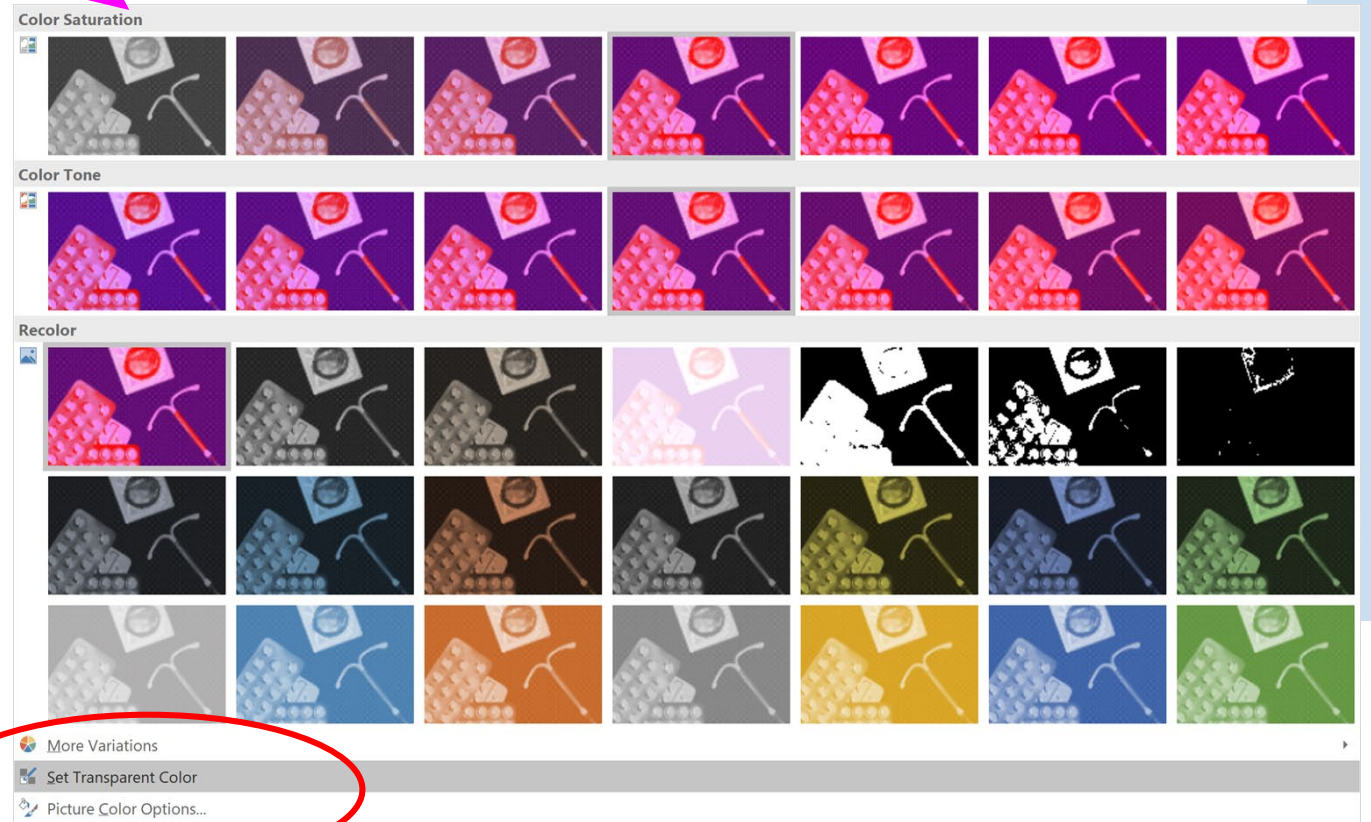
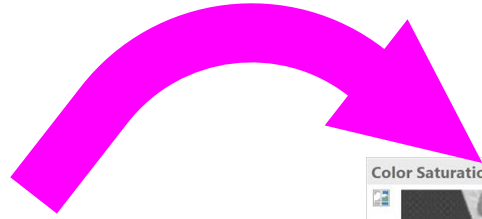




MICROSOFT POWERPOINT (or Google Slides)



MICROSOFT POWERPOINT (or Google Slides)

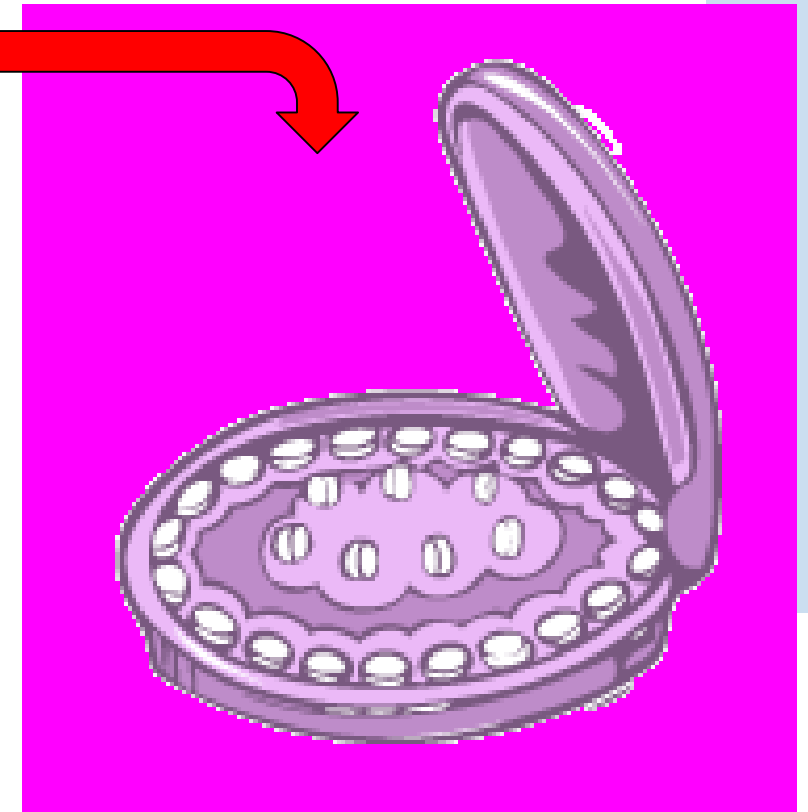
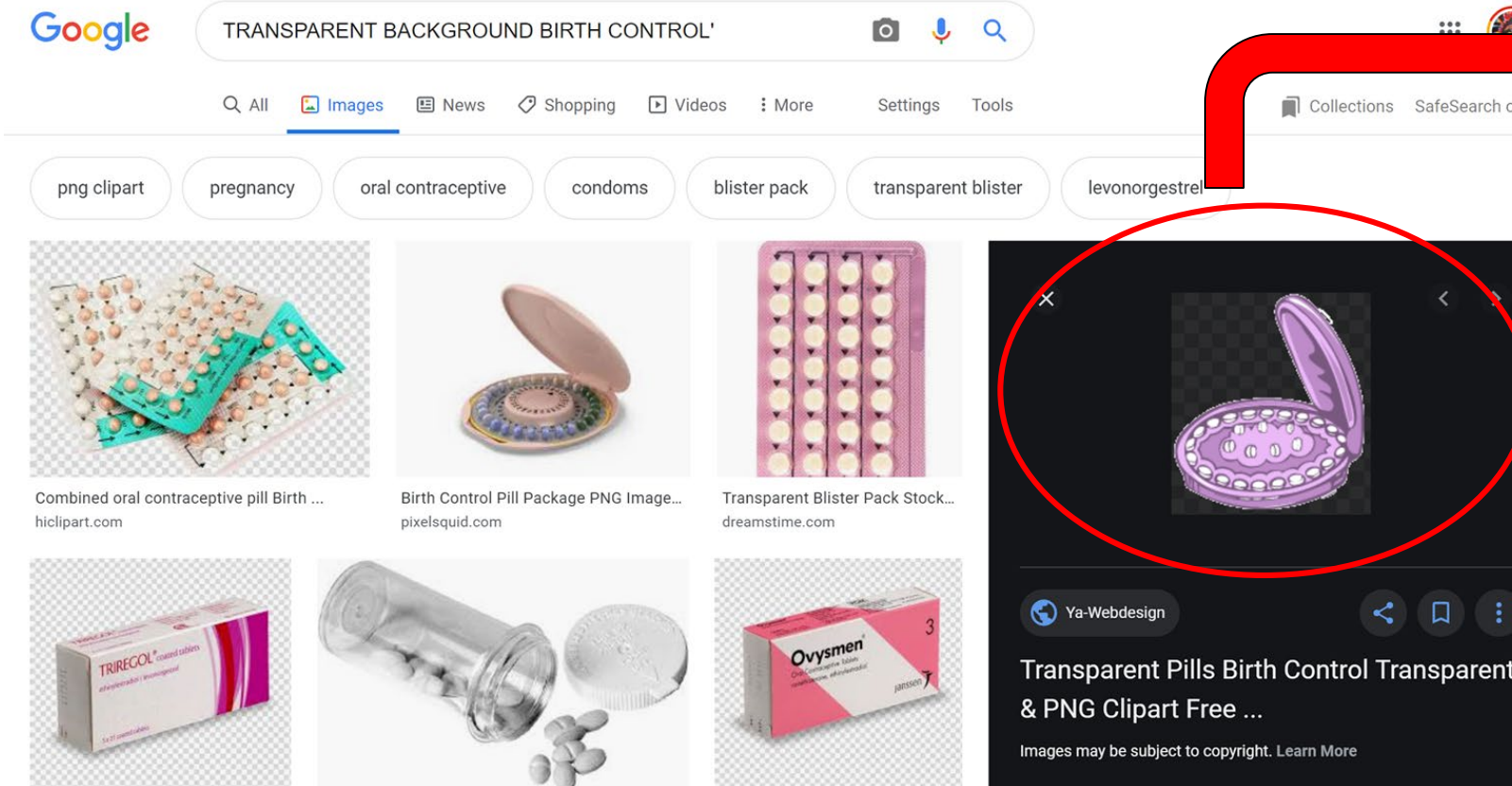


MICROSOFT POWERPOINT (or Google Slides)

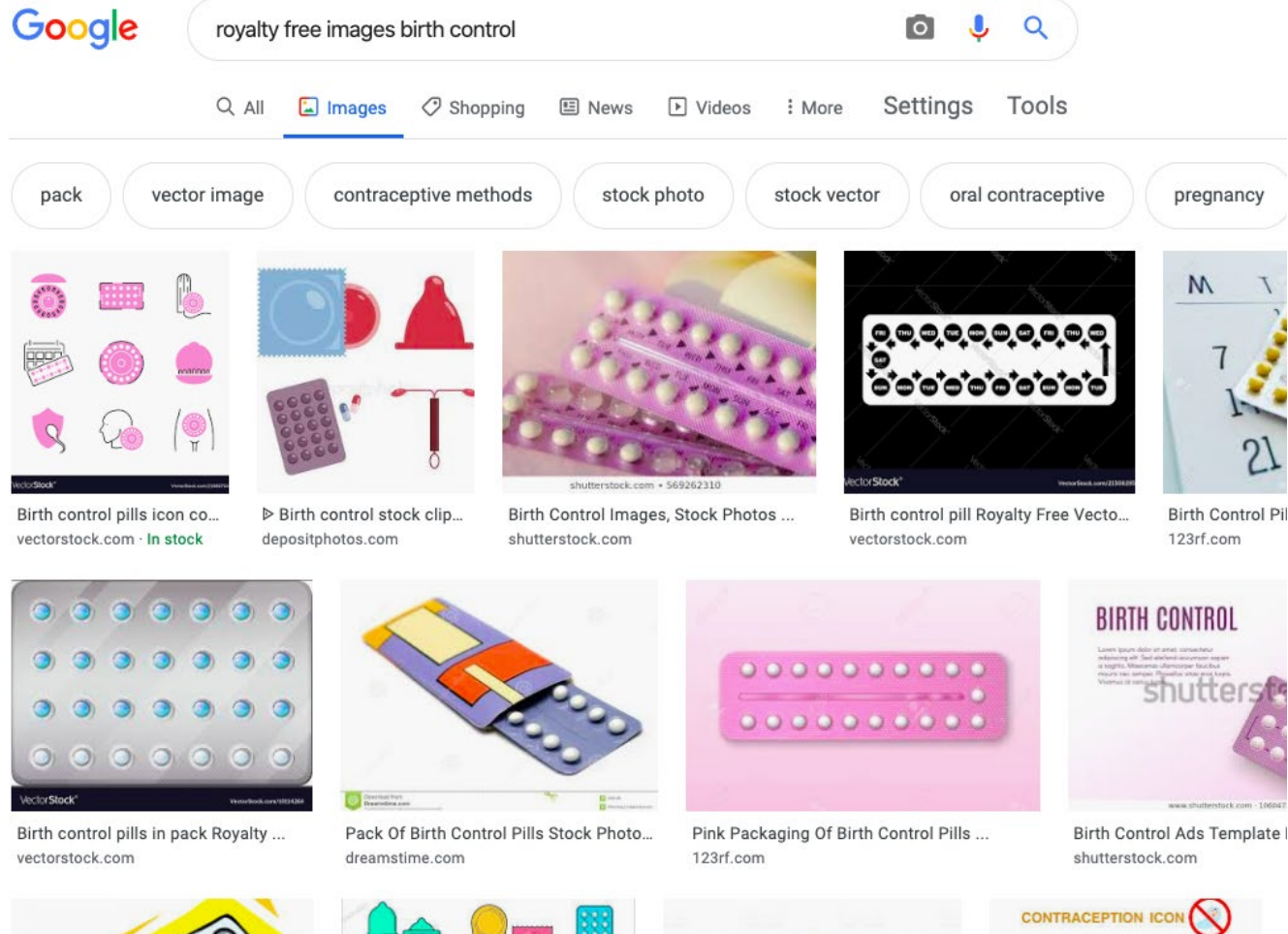


“Format” → “Color” → “Set Transparent Color” + Right click → “Save As Picture”

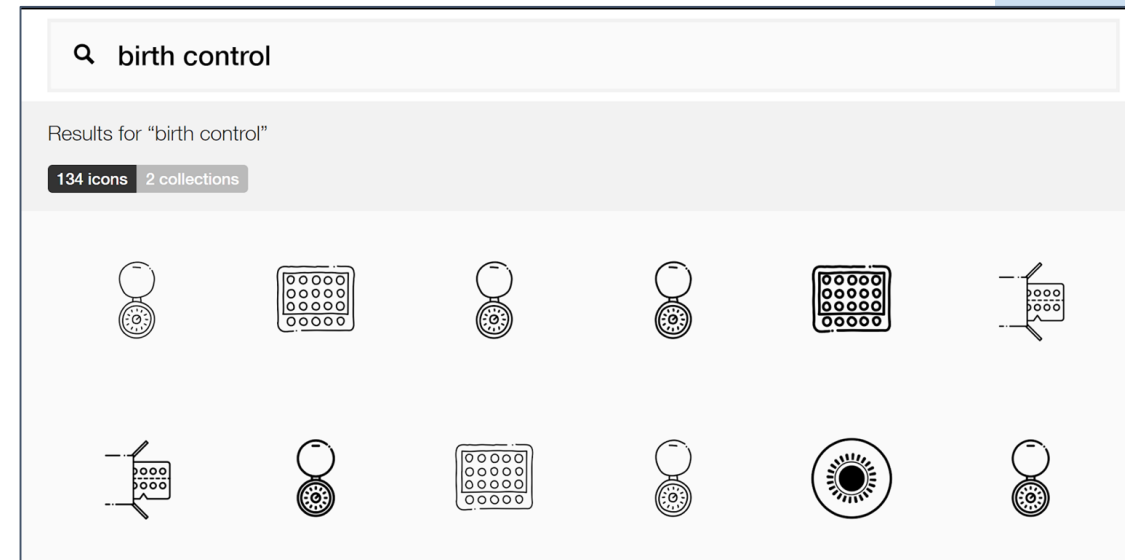
“TRANSPARENT BACKGROUND” IMAGES



“ROYALTY FREE” IMAGES + The Noun Project



<https://thenounproject.com/>



OVER
HALF
OF YOUTH 13 to 24
LIVING WITH HIV
DON'T KNOW IT.



**TAKE THE
TEST WHILE
YOU WAIT.**

**ASK YOUR
NURSE.**



MICROSOFT POWERPOINT (or Google Slides)

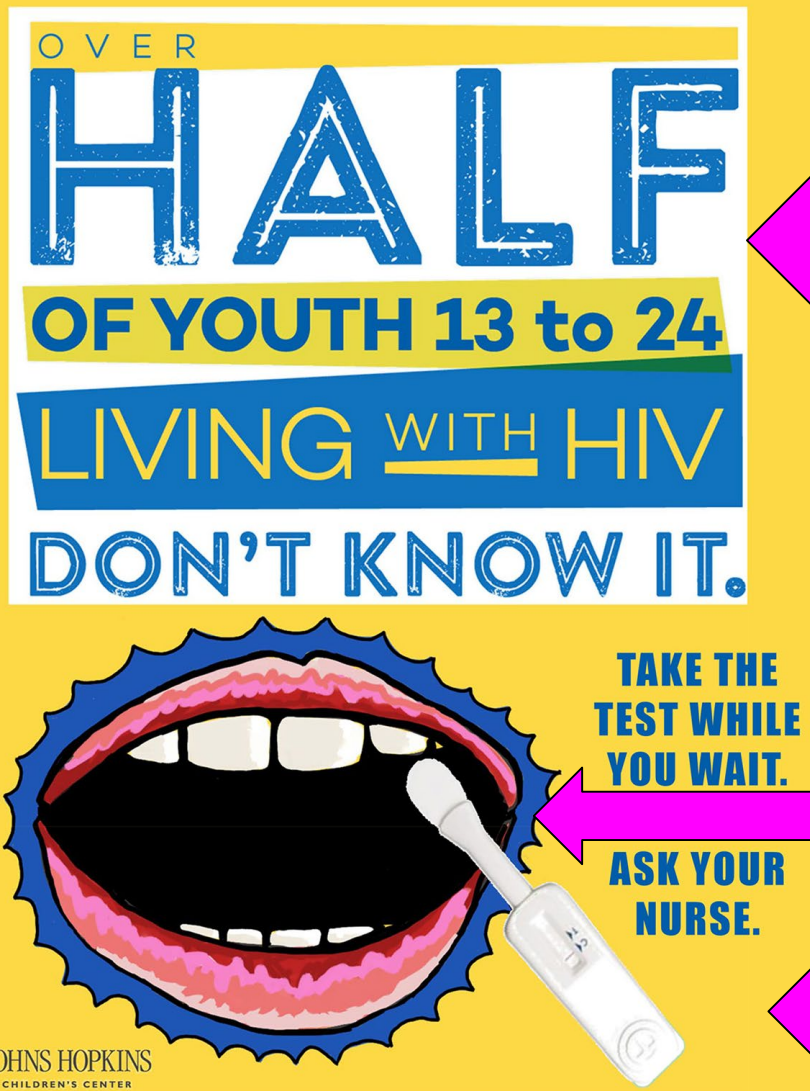
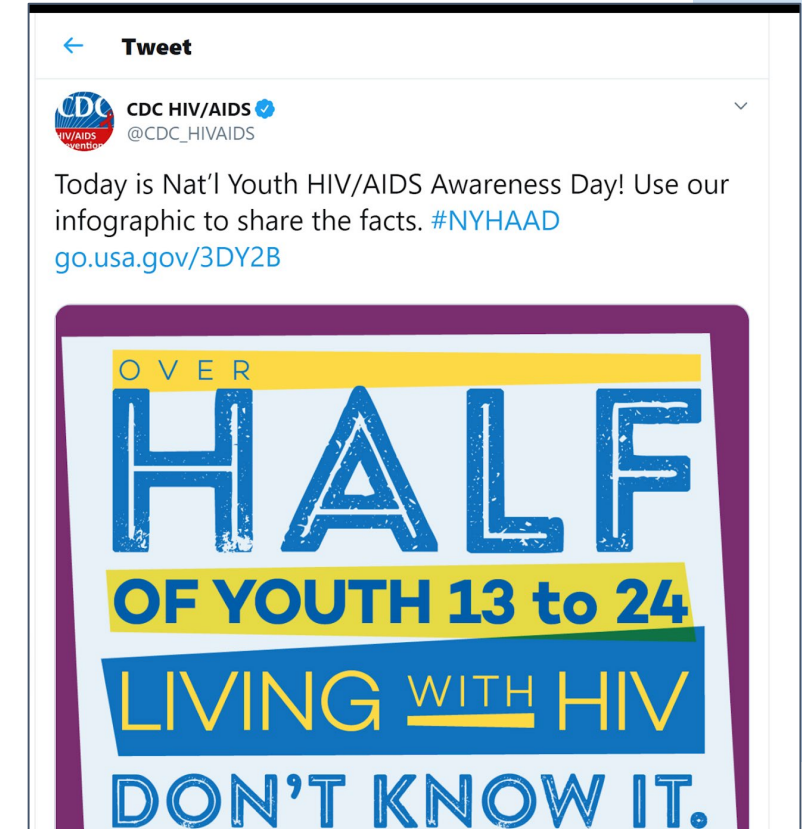


Image from
CDC HIV
Campaign
(cropped it)

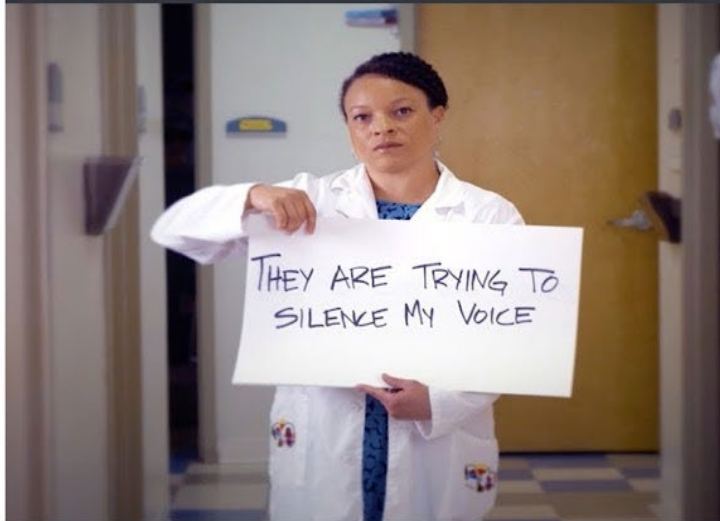
Text added in
powerpoint
Drawing of a
mouth I made
Generic image
of mouth swab
with
"transparent



**Final = save slide as a
PDF and send to print!**

MICROSOFT POWERPOINT (or Google Slides)

A new Trump rule would force clinics to stop talking about abortion as an option when counseling pregnant women, or lose federal support that helps many women and men access quality health care. **#NoGagRule**



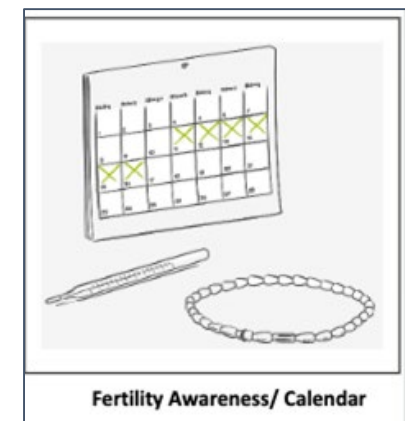
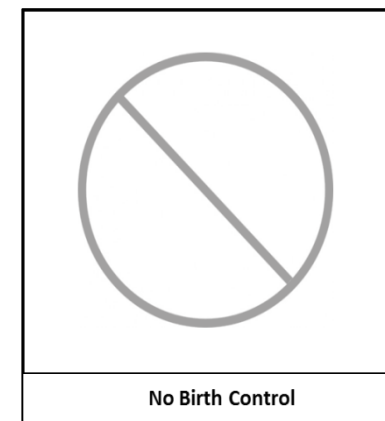
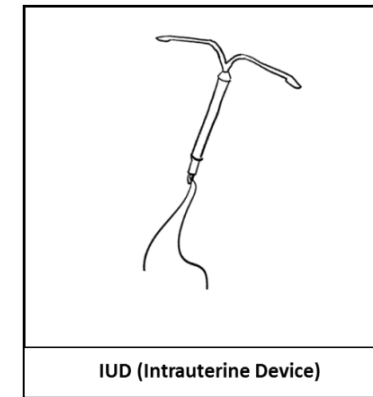
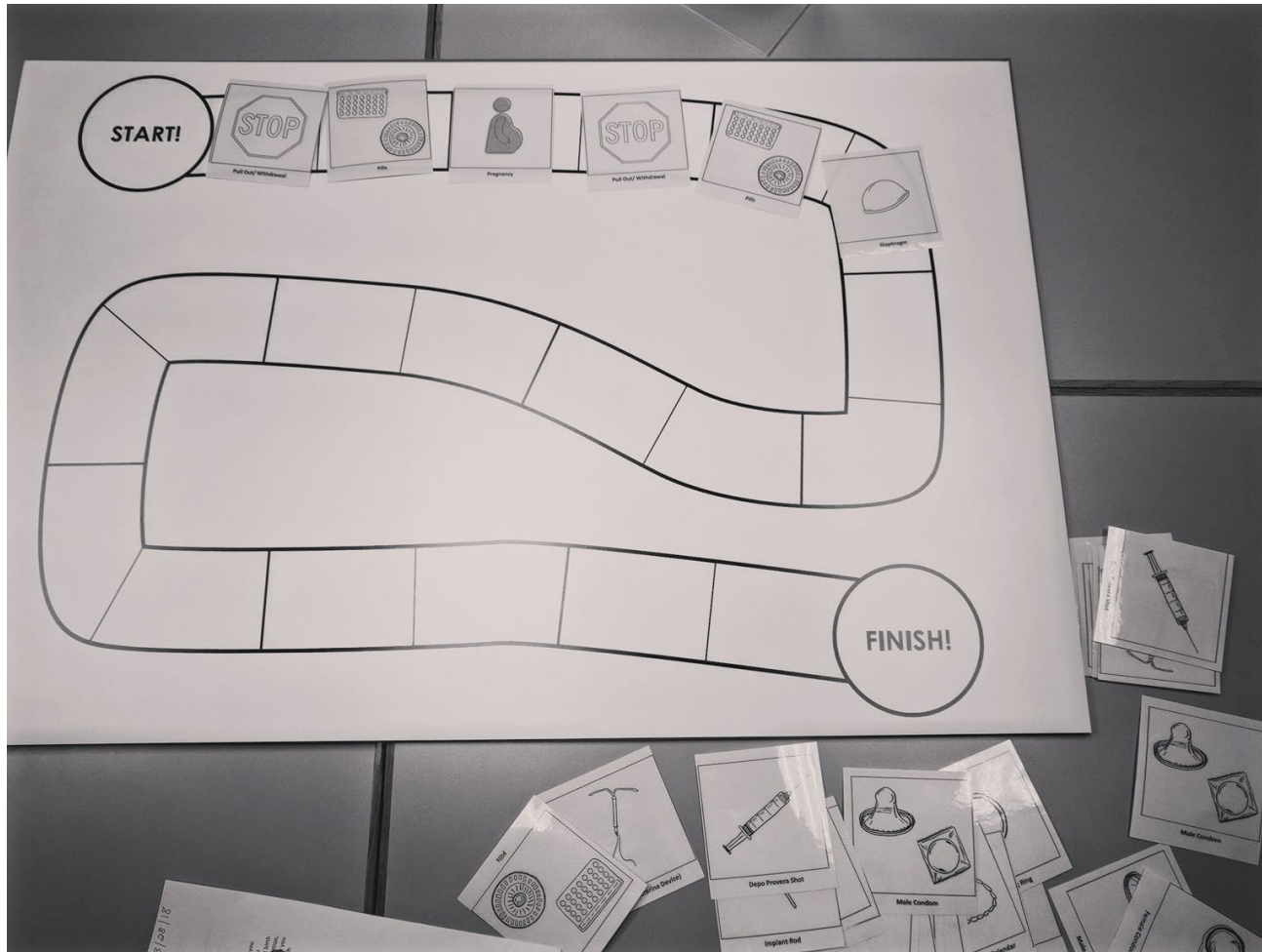
Trump's gag rule would:

- × Allow doctors to **withhold information about abortion** from their patients
- × **Block** people from preventive care at Planned Parenthood
- × **Violate** basic medical ethics

Don't gag my doctor.
Don't block my health care..



MICROSOFT POWERPOINT (or Google Slides)



CANVA.com

CH Charlotte Hager 
[Add your picture](#)

Create a design

Home

All your designs

Templates

Photos

Print

Apps

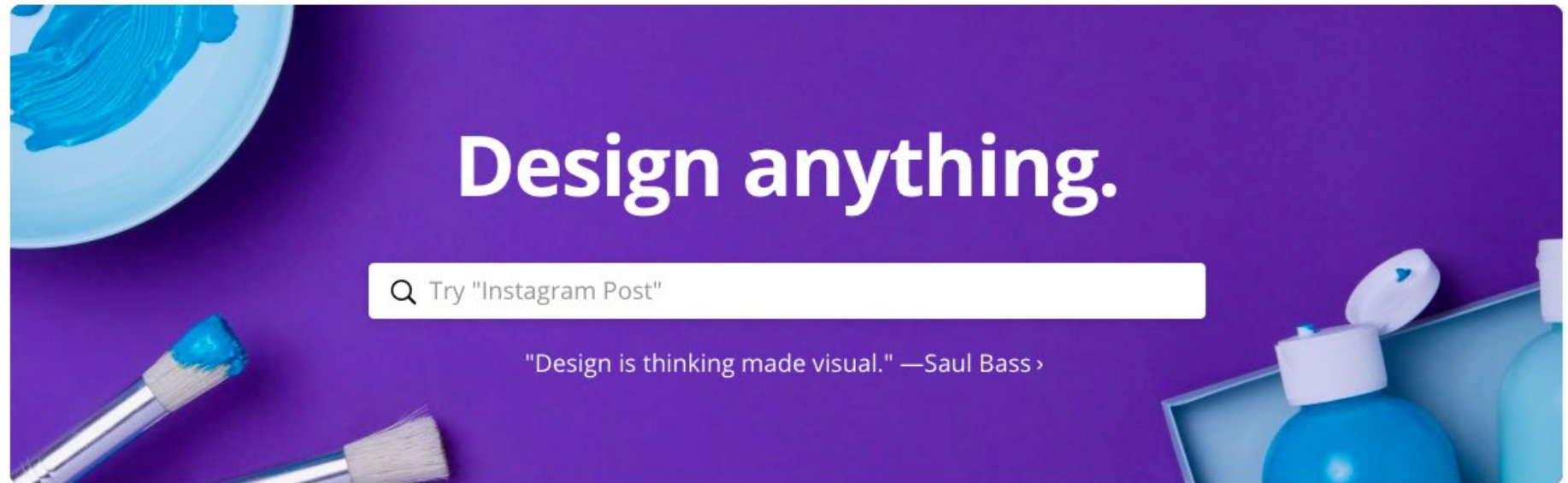
Brand Kit

Design School

Charlotte Hager's team

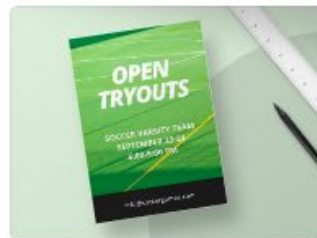
 Folders

 Trash



Create a design >

Custom dimensions



Flyer



Instagram Post



Poster



Video

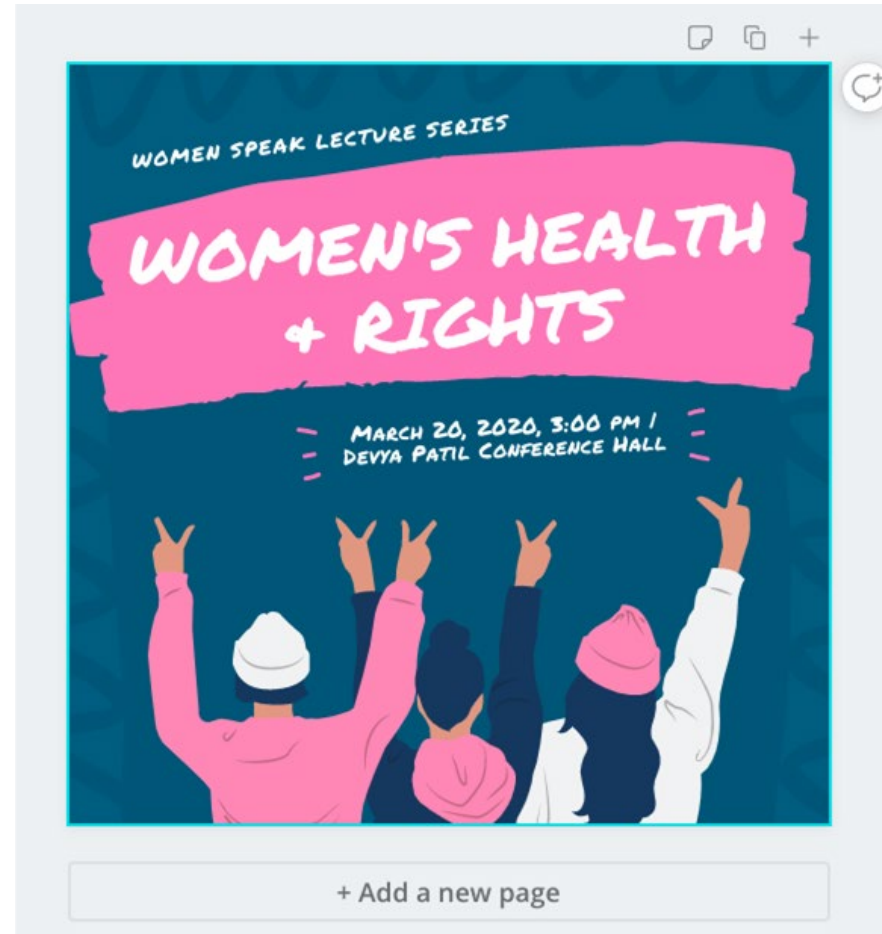
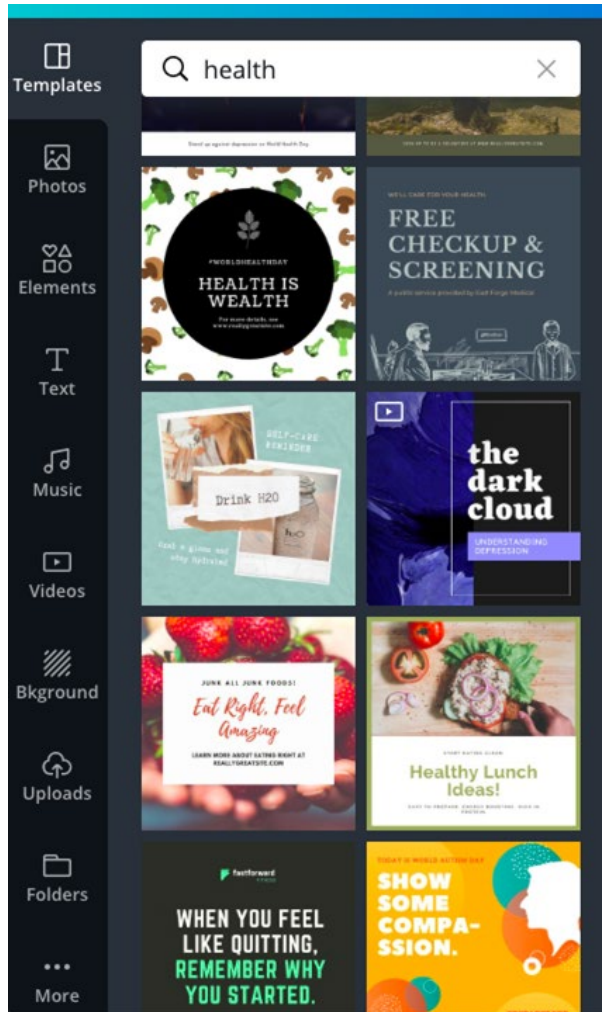


Presentation



Stationery

CANVA.com



CANVA.com - Design School

Courses



Social media mastery



24,191 students



Graphic Design Basics



20,686 students



Branding your business



10,359 students

When You Have Some Money

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WHEN YOU HAVE SOME MONEY

- ***“Invest in Community Voice”***
 - “Community Liaison” stipends
 - Small budget for contract graphic designer
 - Small budget for social media post promotion
 - Small budget for printing
 - Simple ways to be true to your audience

HEALTH is POWER

Messaging toolkit for
promoting sexual health
among African American
men, ages 18-30 years



“HEALTH IS POWER” CAMPAIGN

Pilot Test Sexual
Health Campaign in
Baltimore City with the
CDC and NACCHO
2017-2018

“Health Is Power” Campaign

- “\$40,000 grant to pilot test “Health is Power” campaign materials created by the CDC
- Focused on promoting healthy relationships and safe sexual health practices for African-American men who identify as heterosexual
- Baltimore City, Houston TX, and New Orleans LA sites selected



**SHE'LL SHARE
HER SECRETS
IF YOU SHARE YOURS.**

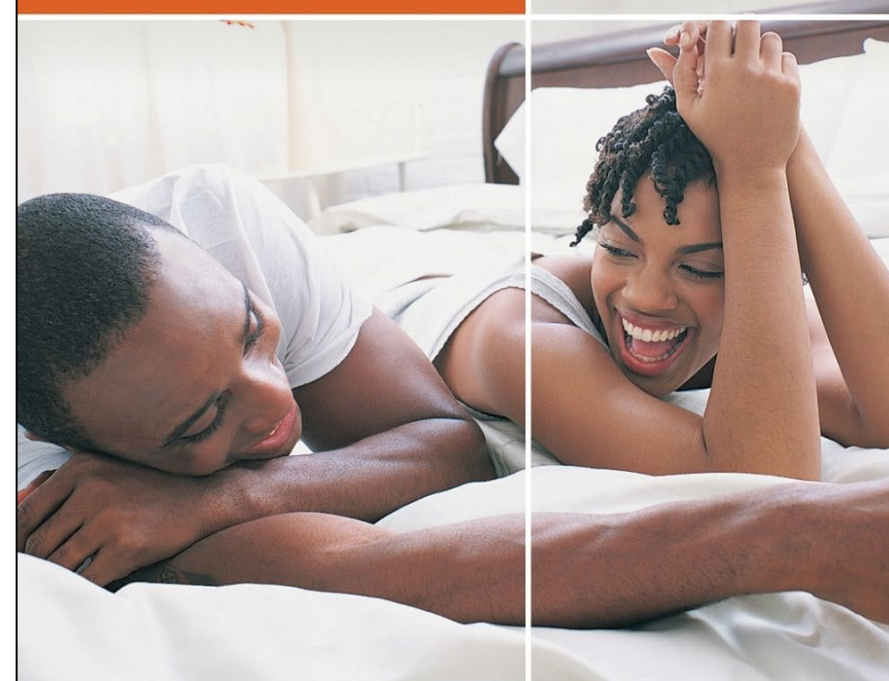
Women are turned on by a strong man who shares. Talk about what you both want from sex and a relationship.

YOUR HEALTH IS YOUR POWER.
Learn more at

**IT'S "WHO"
NOT "HOW MANY."**

Men in good relationships are happier and live longer. Find that person who likes you just the way you are and makes you feel good about yourself.

YOUR HEALTH IS YOUR POWER.
Go to



ation

COMMUNITY BUY-IN

“It won’t work in Baltimore and with young men.”

“It needs a lot of work and for the people to look and sound like they’re from Baltimore.”

“It doesn’t leave anything to the imagination and looks fake/ staged. Doesn’t feel real.”

“Too many words and doesn’t make sense.”

“No one uses those condoms [red lifestyles].”

Becoming “Your Health, Your Power”

- ***REBUDGET AND START FRESH!***
- Hire 2 Community Aides to guide messaging and take over social media (under \$5,000 each)
- Hire a local, contract graphic designer (under \$5,000)
- Hire “New Lens Media” for Photoshoot (under \$5,000)
- Building out new campaign ads and messaging
- Social media sharing images + messaging (\$2,500)
- Buy incentives = Magnum Condoms (\$1,000)