

FROM “LIKE THIS” TO “LOVE THIS”

We will begin in just a moment, but in the meantime, please:

- Mute your line by pressing *6. You can un-mute by pressing *6 again.
- Enter your identity code. On the top of your screen is an Info tab. Click on it, and you will see an Identity Code – 2 numbers enclosed with # signs. For example, # 11 #. Dial #, your two digits and # again into your phone to be synced.
- Get comfortable using the chat feature in case you need support or have questions!

If you experience any challenges during the webinar, please call (510) 725-5020 or e mail Shallen So'Brien at shallens@etr.org for support on the spot!

February 14, 2013



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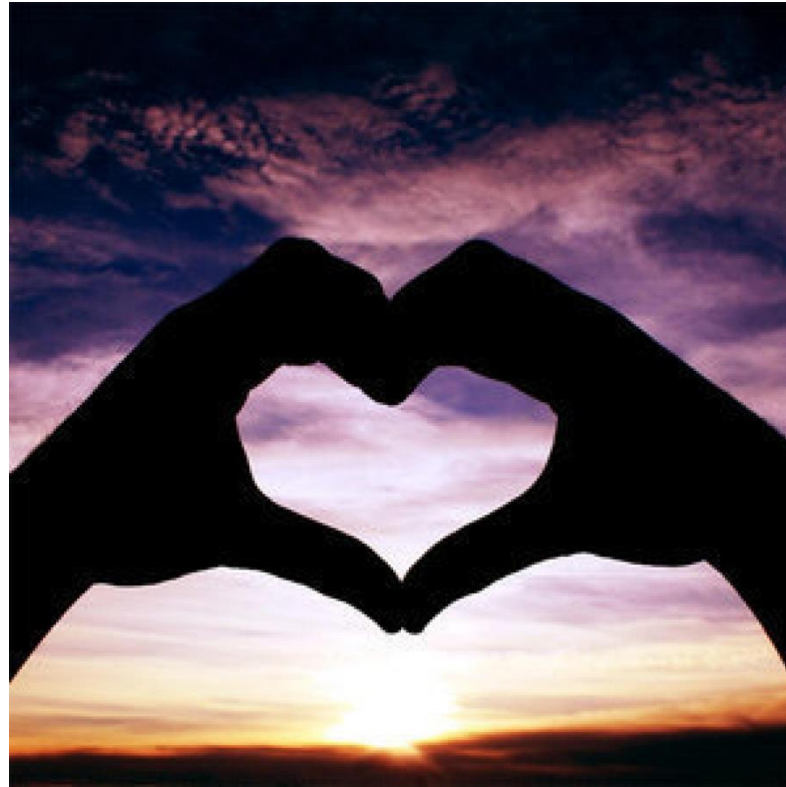
FROM “LIKE THIS” TO “LOVE THIS”

Evaluating the Impact of Facebook
and other Social Media on your HIV
Programming



PS...TABONO CBA LOVES YOU!

Happy Valentine's Day!



WHY ARE WE HERE?

By the end of this webinar, you will be able to:

- Discuss various ways social media can enhance program messaging and impact
- Examine unique challenges of incorporating social media into the implementation of an EBI without jeopardizing fidelity
- Explore existing social media data collection tools that extract supportive data for CBO HIV Programming
- Identify opportunities for capacity building assistance to monitor and evaluate social media efforts

Our Agenda:

- Welcome & Purpose
- What is Tabono CBA?
- Social Media & High Impact Prevention
- Dream Big: Potential Impact on Staff and Clients
- Easier Said Than Done: Resource Realities
- Choose Your Own Adventure: Quick & Dirty vs. Intense
- Evidence Based Interventions & Adaptation
- How Tabono CBA can Support You
- Q&A

ETR



Areas we focus on:

Health & Wellness
Mental & Emotional Health
Sexual Behavior
Nutrition & Physical Activity
Alcohol & Other Drugs
Tobacco

Services and products:

Education
Training
Professional Development
Consulting
Research
Publishing & Media
Evaluation
Technology Solutions

What Is Tabono CBA?

CBA for CBOs:

Evidence Based Interventions:

(d-up, WILLOW, FOY, SIHLE)

Public Health Strategies:

(ARTAS, HTC, CRCS, Linkage to Care)

Monitoring & Evaluation:

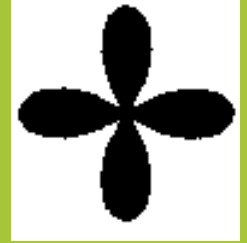
(Data Collection, Logic Models, Evaluation Planning and Execution)

Cultural Competency:

(working with multiple populations, integrating diversity, team building and evaluating cultural proficiency)

Tailored Trainings:

(group facilitation skills, effective communication, boundaries and ethics in counseling, and more!)



Tabono means

"oar" or

"paddle." It

symbolizes

unity of

purpose and

hard work to

reach a

destination or

goal.

- Any website that **invites you to interact** with the site and with other visitors
- Websites that **interact with you** while giving you information.

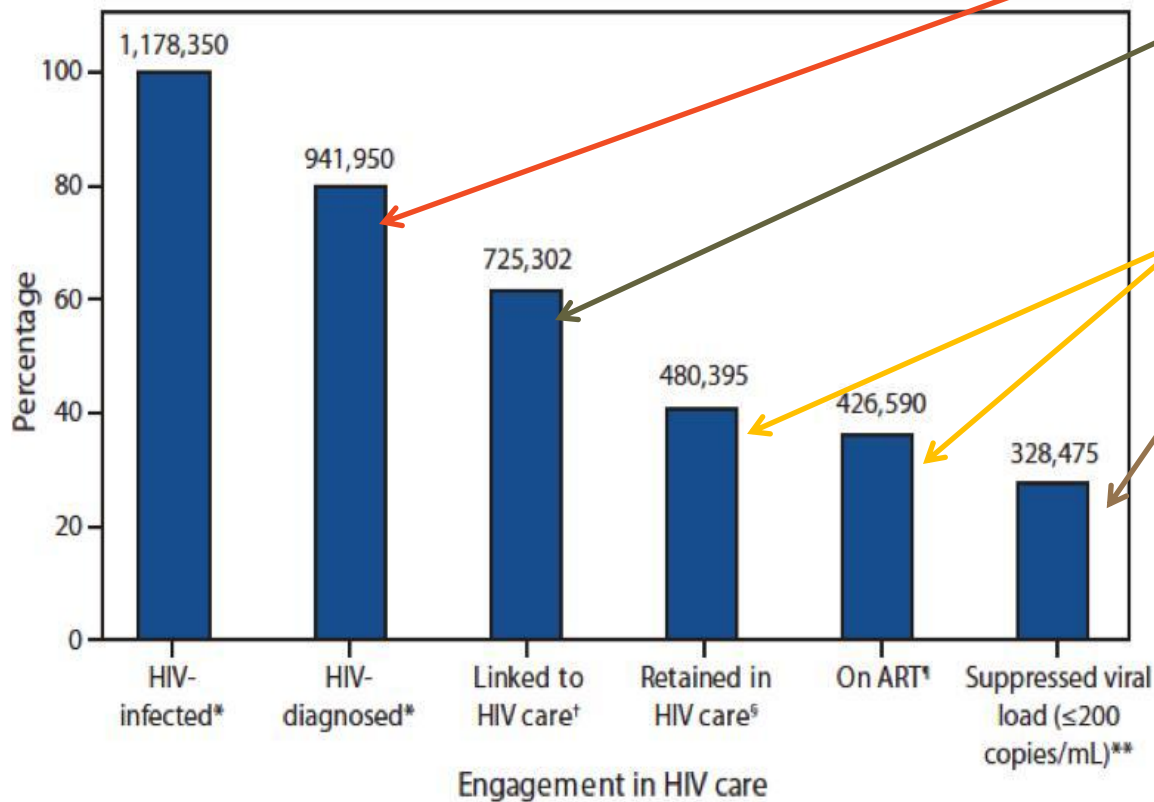
Social media is a two-way street that gives you the ability to communicate while you are getting information.



Examples of Social Media

- **Social Bookmarking.** ([Del.icio.us](#), [Blinklist](#), [Simpy](#)) Interact by tagging websites and searching through websites bookmarked by other people.
- **Social News.** ([Digg](#), [Propeller](#), [Reddit](#)) Interact by voting for articles and commenting on them.
- **Social Networking.** ([Facebook](#), [Hi5](#), [Last.FM](#)) Interact by adding friends, commenting on profiles, joining groups and having discussions.
- **Social Photo and Video Sharing.** ([YouTube](#), [Flickr](#)) Interact by sharing photos or videos and commenting on user submissions.
- **Wikis.** ([Wikipedia](#), [Wikia](#)) Interact by adding articles and editing existing articles.

THE ROLE OF SOCIAL MEDIA IN OUR CURRENT NATIONAL EFFORTS



Promote Testing Campaigns

Highlight Unique Features of your Program that address known local barriers

Role Model Stories and Information Sharing

PwP “Real Life” scenarios and feedback – CQI from community pulse with local strategies.

OPPORTUNITIES & IMPACT

Staff & Providers

- Direct **connection** with communities – language, trends, cultural competence
- Support warm hand off for **referrals**
- Complimentary to a Social Network **Outreach/Recruitment** Strategy
- **Marketing** and Development
- **Retention** Support

Clients & Patients

- **Resources** for Peers and Navigators
- **Informed** Health Care Provider decisions
- Repetition **Reinforcement** (events/services)
- **Word of Mouth** / indirect access to “hidden” populations
- Isolated Areas connected to **Cutting Edge** resources

Just how much is **our** community
using social media?

Staff

Clients

Stakeholders

Community Partners

Ask yourself...

Who will these responsibilities fall on?

- **Full Time Employee**
(Social Media specific or 1 of many job duties?)
- **Part Time HTC/Outreach Specialist**
(program specific or agency wide?)
- **The Development Team**
(geared towards community? Funders? Other?)
- **Advisory Board(s)**
(youth, poz, trans, elder, women, survivors, etc.?)
- **Volunteers or Interns**
(posting schedule? supervised by who?)

CHOOSE YOUR OWN ADVENTURE!

Level of Community Engagement

+

Staff Skill and Allocated Resources

+

Technology

=

Strategy!!

CHOOSE YOUR OWN ADVENTURE...

Quick and Dirty

Simple Facebook Page

(a place to post events, promote awareness, meet new clients, stay in the loop of partners)

Podcast of Speakers/Events

(already attending? Share with your community!)

More Intensive

Maintaining a closed, EBI focused Facebook group

Video Messaging Campaign

EXAMPLE: THE QUICK & DIRTY

Agency Awesome decided they wanted a Facebook fan page to increase awareness about programs...

...WITH INTENTION

- **Know your story**
 - What is your unique voice?
 - How can you bring your story to life in a compelling, authentic, and personal way?
- **Know your audience**
 - How will they want to connect with you?
 - What content will be important to them?
- **Know your goals**
 - What kind of relationship do you want to have with the people who connect to your Page?
 - How much time are you willing to spend updating your Page?

STAND OUT IN THE CROWD

- **Have a unique voice**
 - Be conversational, personal, and authentic.
 - Give a people a reason to pay attention to you
- **Create conversation**
 - Ask questions in your status updates
 - Post photos about social issues
 - Encourage people to like or comment on what you share
- **Offer a rich experience**
 - Celebrate milestones
 - Post eye-catching content that captures your message and engages your audience
- **Share exclusive content**
 - Post items that people can't find anywhere else
 - Use mobile uploads for real time event updates

IS IT WORKING?

Facebook Insights can tell you what is working:

- **Fans – is our following growing?**
- **Engagement – is community involvement increasing?**
- **Reach (awareness) – who is in our peripheral community?**

THE OVERVIEW REPORT

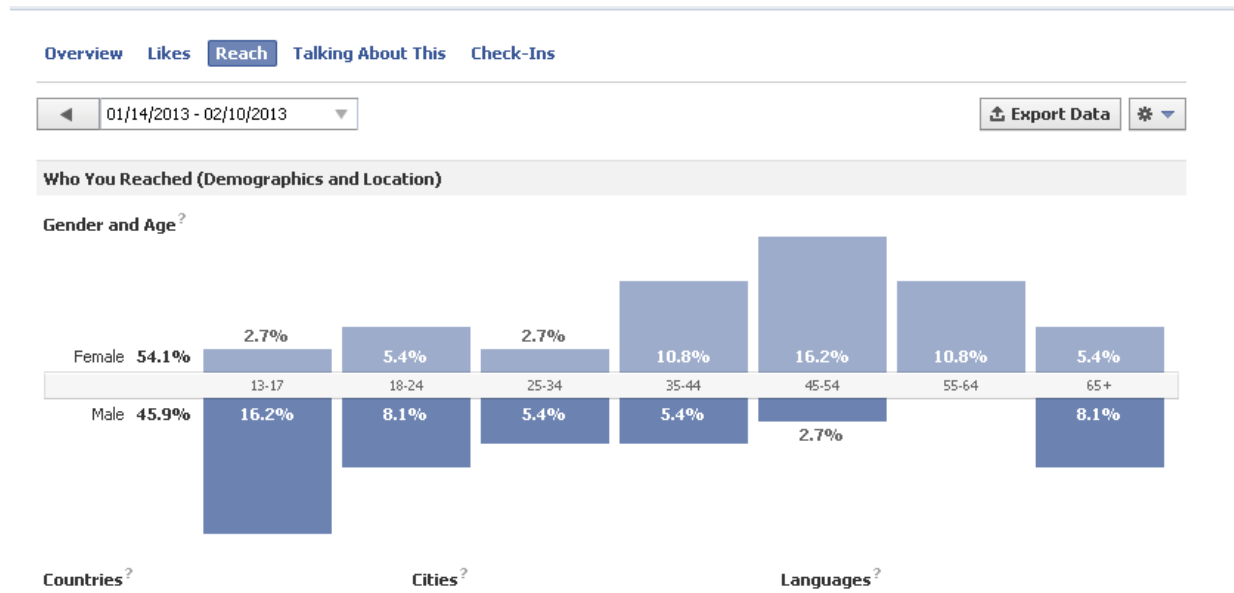
- How many fans you have
- How many friends they have
- How many people are talking about you
- How far your message is spreading
- Post-level engagement details



REACH REPORT

Demographics of Facebook users who see stories related to your Page:

- Where they are located
- How you reached them
- How many times you reach them
- How often they go to your Page



BUT WE WANT SOMETHING A LITTLE MORE SPECIFIC...

- A **specific social media campaign** or task to support our EBI implementation
- An **ongoing campaign** to recruit a certain population
- **Generating our own media** to reflect our community and reinforce health messages

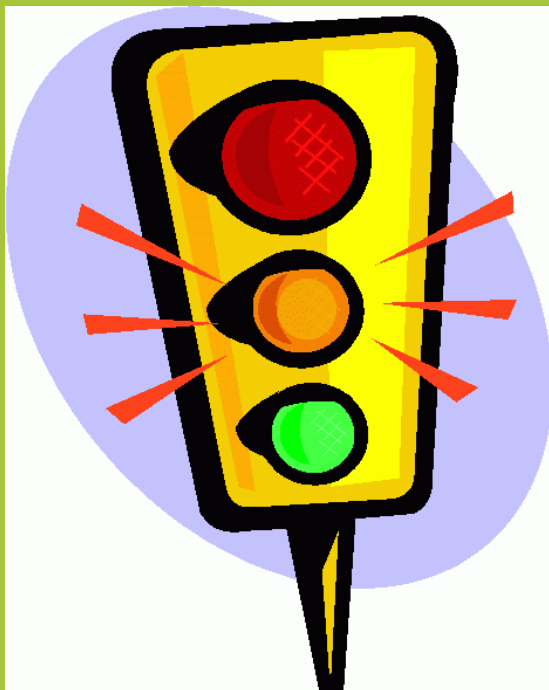
The options are endless. Whatever your project, organization, coalition or community strategy, a social media component can enhance your success!

DEBI MEETS FACEBOOK



There are a few things you should look out for, child.

Adaptation: Process of making changes to an evidence-based program in order to make it more suitable for a particular population and/or an organization's capacity.



Red Light Adaptations

should be avoided since they compromise or eliminate one or more of a program's core components.

Yellow Light Adaptations

should be made with caution. Consulting an expert is highly recommended.

Green Light Adaptations

safe and encouraged changes to better fit the age, culture, and context of the population served.

If you're unsure...there's CBA for that!



D-up Specs:

- Community Level Intervention (CLI)
- Cultural Adaptation of POL for Black MSM in measurable social networks
- Train 15% of friendship groups as Opinion Leaders and equip them to have conversations with friends



Facebook Specs:

- Uber popular social networking site
- Ability to create pages, open groups or closed groups
- Some data analysis tools available (Insight)
- Accessible by computer, smart phones, tablets and savvy folks.

Fidelity

D-up Core Elements

#1: Direct *d-up!* to an **identified at-risk target population** in well-defined community venues where the population's size can be assessed.

No!

#4: Raise opinion leaders' awareness of how negative **social and cultural factors** impact Black MSM's sexual risk behavior in order to promote a norm of positive self-worth in their social networks and to address these biases in their conversations, as needed.

OK

#10: Use logos, symbols, or other items as "**conversation starters**" between opinion leaders and others.

OK



Is it Working?

Analyze conversations

Check activity and “traffic”

Viral surveys



#4: Raise opinion leaders' awareness

#10: Use logos, symbols, or other items as “conversation starters”

WHAT TABONO CBA CAN DO FOR YOU:

- Design or Refine your social media strategy and/or evaluation plan
- **Innovate evaluation tools specific to your EBIs, initiatives and campaigns**
- Provide resources and support for community discovery and evaluation methods needed to inform your strategy and data collection
- **Put metrics to your magic: Tell us more about the work you're doing, and we'll build your capacity to evaluate and promote it!**
- For more information – get in touch: tabono@etr.org / 1-866-CBA-2580 / www.etr.org/tabono/

Check Out Other FREE Tabono CBA Webinars:

- Mapping Your Program Ideas to a Useful Logic Model
- Asking the Right Questions for your Data Collection
- Putting the Pieces Together for your Evaluation Plan
- Understanding Situational Analysis
- The Realities of Becoming a FQHC
- Supporting Clinicians to Create H.I.P Client Outcomes

Download any of the above webinars, and others, for FREE on Tabono CBA's website: www.etr.org/tabono/



THANK YOU!

If you have any questions about the information presented in this webinar, or other Capacity Building Assistance questions, give us a call!

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