

Weaving: Communication and Social Media Campaigns





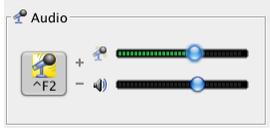
Quick Audio Checkpoints

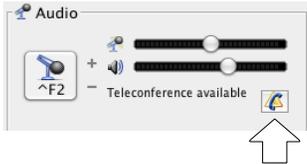
Can you hear me?

- Check the “audio” field (under “chat”)
- Do your audio levels fluctuate (green-to-yellow)?

If not, please click the “phone” icon located in the audio section (bottom right) to dial-in. You will be shown the dial-in number, after you have dialed in successfully press “ok”.

Press* 6 to mute your phone









WELCOME

Weaving: Communication and SoMe Campaigns



Weaving: Communication and Social Media Campaigns

Our Presenters:

	LaDonna Coy, MHR, CPS, CDLA New Media & Prevention Specialist Learning for Change		Thomas A Workman, Ph.D. Production Section Lead, John M. Eisenberg Center for Decisions and Communications Science at Baylor College of Medicine
	Jason Verhoosky Community Liaison Youth Program Coordinator DanversCARES		Sue Stine Sr. Manager, Dissemination and Coalition Relations CADCA National Coalition Institute

Guest Presenter

Amanda Edgar
Portland Prevention



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Join the conversation on Connected Communities SoMe Group



<http://connectedcommunities.ning.co>



Learning objectives

Following the session, participants will:

- Learn the basics of campaign structure and management.
- Be able to identify the multiple social media tools available to you to you and how they fit into the campaign structure.
- Have a basic understanding of multi-channel campaigns, and how to better create a comprehensive social media campaign.
- Gain strategy on how to better engage your community and have them become an integral part of your social media campaign.
- How to create and support a call to action.

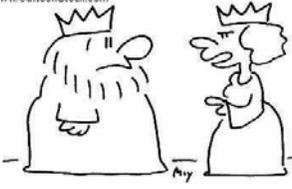
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Campaigns are...

A sustained set of messages within a specified time frame to accomplish a specific goal.

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www.CartoonStock.com



search ID: m11034

"Don't use your campaign rhetoric on me, buster!"

Campaign Types

Social Marketing

Promote a specific health behavior



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Campaign Types

Awareness
Build awareness on a specific issue



Campaign Types

Advocacy
Seek a specific political action



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Campaign Types

Fundraising
Seek a specific donation amount



Key Elements



YOU ARE THE
TARGET
AUDIENCE

A Clear Target Audience

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Key Elements



A Measurable Goal

Key Elements



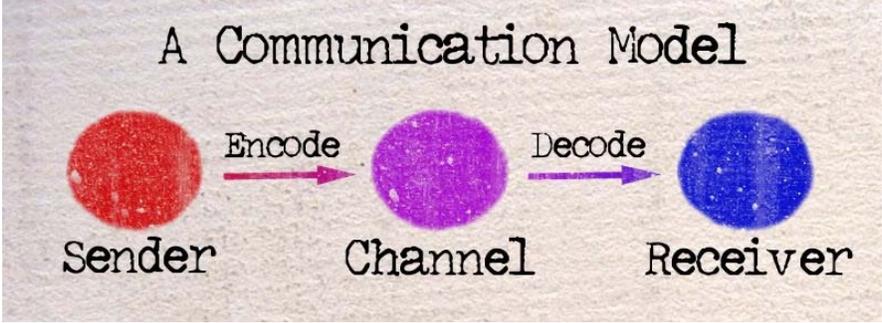
A Set of Consistent & Intertwining Messages

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Key Elements

A Communication Model



The Right Channel, The Right Message, The Right Time

Traditional Campaign Channels



Print

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Traditional Campaign Channels



Billboards

Traditional Campaign Channels



News Media Ads

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Traditional Campaign Channels

RADIO



TELEVISION
Radio & Television

SoMe & Campaigns



From Unidirectional to Interactive

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SoMe & Campaigns

INTERACTION DESIGN



From Hitting Target to Engagement

SoMe & Campaigns



From Primarily Print to Multi-Media

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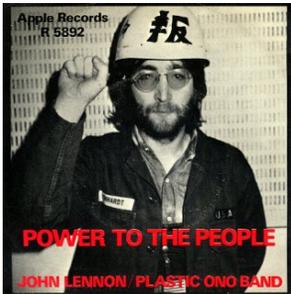
SoMe & Campaigns



From High Cost to DIY

SoMe & Campaigns



From Agency Owned Messages to
Community Owned Messages

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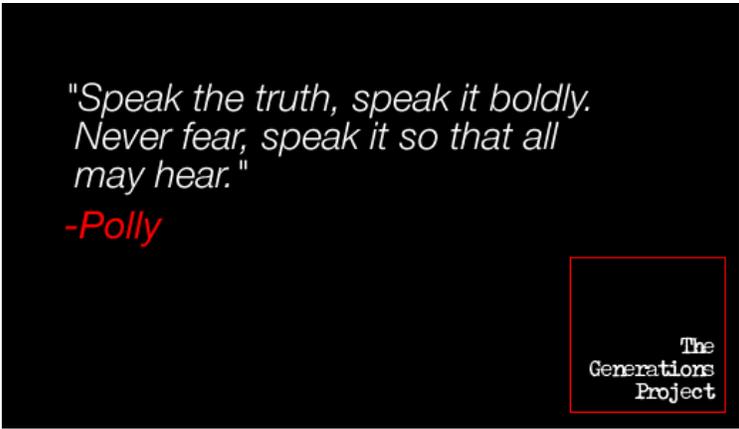
 

The Birth of a Campaign



The Birth of a Campaign



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CADCA® *Building drug-free communities.*

The image shows the CADCA logo with a red star icon. To the right of the logo are three small, square photographs showing people in various community settings: a group of people at a meeting, two men at a table, and a woman presenting to a group.

Why Social Media...

- Meet our audience where they are at (youth & parents)
- Instant feedback and interaction within the campaign
- Raise awareness of the project and the issues both locally as well as nationally.
- Ease of distribution
- Cost effective
- Ease of evaluation

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What, where, and why...

What, where, and why...



- Pre-established audience
- Ability to share video
- Instant feedback
- Ability to create an easy "home" for TGP. (Page)
- Ability to allow audience to "own" the project and share with others.

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CADCA Building drug-free communities.

facebook Search Home Profile Account

The Generations Project

Wall Info Video Welcome Photos Discussions >> +

What's on your mind?

Attach: [Icons] Share Options

Jason Eric Verhoosky We are excited to announce that we will be having the Danvers Premiere of The Generations Project on Wednesday, September 29th at 6:30PM at the Danvers Library! Come one, come all! Support the project, the community, and the vision! Tickets are just \$2, and will include light refreshments.
September 8 at 11:28am · Comment · Like · Flag

DanversCARES Picking the date for the summer premier of The Generations Project! Can't wait to see you all in late August for a night of film and fun at the Peabody Institute Library in Danvers!
July 20 at 9:52am · View Post

The Generations Project Ok everyone...we are just waiting for dates. As soon as we have confirmation for screenings you will be the first to know. Can't wait to see you this summer, and to share The Generations Project with you!
June 11 at 2:41pm · Comment · Like · Promote

Get More Connections
Get more people to like your Page with Facebook Ads! Preview below.

The Generations Project
Take a second to meet a tremendous group of senior citizens, community members, and youth in Danvers, MA, as they talk about their...
Jason Verhoosky likes this.
Like

The Generations Project is a Multi-Generational prevention documentary. This project began in January 2010, and has quickly taken on a life of its own. Take a second to meet the participants, look inside their life, and hear their tale.

CADCA Building drug-free communities.

DanversCARES What a night! We had a great preview of **The Generations Project** at Danvers Council on Aging last night. Thank you to all the participants, The Council on Aging, and the Danvers TRIAD for the opportunity to make this project. Keep your eyes open for upcoming screenings!
May 25 at 10:30am · Comment · Like

Kam Kubiniec Dunn Can we run it on DCAT? If yes, send us a dvd!!!
May 25 at 5:48pm · Like · Flag

Jason Verhoosky Kam- We would love that! We are trying to get into a couple of festivals to premiere the project, but after family festival, we would LOVE to run it on DCAT! Thank You!
May 26 at 9:46am · Like · Delete

Write a comment...

DanversCARES We are heading out to the Danvers Council on Aging for the 1st preview of **The Generations Project**. Looking forward to seeing the participants, getting feedback, and celebrating! Will we see you there?
May 24 at 4:23pm · Comment · Like

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DanversCARES's Videos 13 videos

[View Comments](#) [1](#) [2](#) [Next](#)



Whose Kid Is It? PSA [HQ]



MA Senator Tolman speaks to the MA Alcohol Tax Reform [HQ]



Generations Short #5 [HQ]



Generations Short #5 [HQ]



Generations Short #5 [HQ]



The Generations Project #3 [HQ]



Tobacco does that, and more... [HQ]



Generations Project Trailer #2 [HQ]

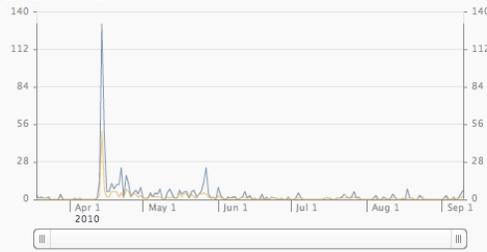



All People Who Like The Generations Project

All Likes Over Time [Learn more](#)

Choose a graph: Page Views

Page Views Unique Page Views



72

Total Likes on Sep 12

		Male	Female			Male	Female
		18%		82%			
	13-17	0%	11%	11%			
	18-24	0%	4%	4%			
	25-34	10%	33%	43%			
	35-44	1%	11%	12%			
	45-54	3%	14%	17%			
	55+	4%	8%	12%			

Top Countries	Top Cities	Top Languages
United States	72 Boston	11 English (US)
		71

[View All](#)

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What, where, and why...



- Share the project with a broader audience.
- Ease to direct traffic to other locations
- Increase "SEO"

What a night! We had a great preview of The Generations Project at Danvers Council on Aging last night. Thank you... <http://fb.me/BloGftsj> 

9:30 AM May 25th via Facebook  Delete

We are heading out to the Danvers Council on Aging for the 1st preview of The Generations Project. Looking... <http://fb.me/yA5rr9li>

3:23 PM May 24th via Facebook

Using your Whose Kid Is It postcard for a discount at local businesses? You get 20% off through graduation season,... <http://fb.me/yscsuT2d>

10:46 AM May 22nd via Facebook

More great work coming out of Maine. Great to see other communities working on prevention <http://bit.ly/9yRltI> <http://fb.me/vWLzt2HB>

9:15 PM May 20th via Facebook

The Generations Project is less than a week away from its first preview at the Danvers Council on Aging. Get... <http://fb.me/uQdj6J0w>

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What, where, and why...



- Create a "home" for all things video
- Reach our Youth Audience
- Increase "SEO"
- Increased ability to receive comments and feedback from viewers.
- Increase scope and capacity



 [Browse](#) [Upload](#)

[Search options](#)

- 

Drinking at School...And you thought you were cool.
and edited all within 48hours by the Danvers High School **DanversCARES** Youth Leadership Board. This film was created for Red Ribbon Week to ...
by [MrJverhoosky](#) | 8 months ago | **189 views**
- 

Reflections & Collaborations: Young Artists Speak Out
DanversCARES is happy to have had the opportunity to work with the Danvers High School Transition program and Special Education department on ...
by [MrJverhoosky](#) | 8 months ago | **61 views**
- 

Generations 1 Trailer.mov
Hollen Richmond Middle School Youth Leadership Board, and **DanversCARES**. The goal of the project is for the youth and seniors to have an ...
by [DanversCARES](#) | 7 months ago | **18 views**
- 

Generations 2.mov
" TRIAD TRIADS "Danvers TRIADS" "Danvers TRIAD" **DanversCARES** "**Danvers Cares**" Youth "Youth Leadership" "Youth Leadership Board" Pipe Pipes
by [MrJverhoosky](#) | 6 months ago | **12 views**

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Questions



Campaign Type: AWARENESS

What: International Overdose Awareness Day

When: August 31, 2010

Who: Overdose prevention awareness advocates all over the *world!*

SoMe Used: Facebook, Twitter (#OD10) & Twibbon



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Twibbon spreads awareness about your cause by overlaying an image onto your supporters' Twitter profile avatars. Quick and easy!

<http://twibbon.com/join/Overdose-Awareness-Day>

Joined Cause: 7



www.facebook.com/portlandprevention

Wall posts: 33

Shared: 1

Comments: 0



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Sample of Facebook wall postings for Overdose Awareness Day:

***Due to lowered tolerance, people leaving jail are the most at risk for an overdose; people leaving rehab = 2nd most at risk.**

***VIDEO: how to put someone in the recovery position**
<http://bit.ly/ank7cX>

***If you know someone has been using opiates (and/or alcohol), don't let them sleep it off if they are unresponsive and SNORING deeply, you need to call 911!**



www.twitter.com/portprevent

#OD10
"Hash tags make Tweets searchable"

@portprevent's Tweets: 41
Retweets (my tweets, retweeted): 28

Others' Tweets: 94

#OD10 Summary of ALL Tweets on 8/31/10:
<http://injectingadvice.com/download/56-other/205-od10>



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Sample of PortPrevent's Tweets for Overdose Awareness Day:

***Due to lowered tolerance, people leaving #jail are the most at risk for an #overdose; people leaving rehab are 2nd most at risk. #OD10** *(retweeted 5 times)*



***Shower/ice bath for #overdose = 1) waste of time, 2) drowning risk, 3) shock risk. Better to call 911 and possibly save a life! #OD10** *(retweeted 4 times)*

***Snoring heavily (also nick-named "the death rattle") has been reported in 90% of fatal opiate overdoses. Call 911 - save a life! #OD10** *(retweeted 4 times)*



Why did we choose social media for our awareness campaign?

- **We put out a traditional press release and it didn't get picked up by any of our local media outlets** *(the subject matter may have contributed to that)*
- **We have established connections on both Facebook (453 friends) & Twitter (265 followers) so it was a natural fit to help spread the word**
- **We were part of an INTERNATIONAL DIALOGUE about saving lives!**

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CADCA *Building drug-free communities.*



WHOSE KID IS IT?



CADCA *Building drug-free communities.*

The Birth of a Campaign

Campaign Type: Social Marketing

Call to Action: Speak with your children about underage drinking, prevent access to alcohol in your home, raise awareness about underage drinking in Danvers, MA

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The Integrated Campaign

"If you build it, they will come"

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"If you build it, they will come"

*This only works in baseball movies
staring Kevin Costner...*

The Call to Action

Tell me why to care...



...then tell me how

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The screenshot shows the CADCA website homepage. At the top left is the CADCA logo with the tagline "Building drug-free communities." To the right are three small images of people in meetings. Below the header is a navigation menu with links: ABOUT US, PARTNERS, EVENTS/PROGRAMS, YOUTH, TAKE ACTION, CONTACT US, and RESOURCES. The main content area features two large promotional banners. The left banner is for "DanversCARES" with the tagline "Healthier decisions, healthier lives, healthier futures." It shows silhouettes of a diverse group of people and the text "WHOSE KID IS IT?" with a "learn more" link. Below this banner is a "News & Events In Prevention" button. The right banner features a photo of a young girl, Maddie, with the text "Maddie makes healthy decisions." and "Watch our youth in action" with a play button icon. Below this banner is a "Contact Us" button.

This image is a close-up of the "WHOSE KID IS IT?" banner from the website. It features the CADCA logo and tagline at the top left. The main text "WHOSE KID IS IT?" is in large, bold, white letters on a dark blue background. Above the text is a "learn more" link with a red arrow. The background of the banner shows the lower legs and feet of a group of people standing on a light-colored floor.

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A Message for Parents



WHOSE KID IS IT?

"Parents have so many issues that they are dealing with that it's easy for this issue to fly under the radar."

[How to Donate](#)

[How to Volunteer](#)

"Whose Kid is It?" is a public awareness campaign designed by parents for parents and other adults in Danvers.



WHOSE KID IS IT?

"Whose Kid is It?" is a public awareness campaign designed by parents for parents and other adults in Danvers.

"Whose Kid is It?" is designed to make adults pause and think about how and where teens get alcohol-which may be in their own home by their own child.

"Whose Kid is It?" encourages parents to talk to their teens about drinking.

Access is Key
The primary way teens in Danvers access alcohol is from home: either directly or through friends and older siblings.

In a recent survey 80% of 274 high school students reported it is easy or very easy to access alcohol in their own homes. Yet only 57% of parents thought that to be the case. (DanversCARES Fall 2008)

Working Together
We need to raise awareness and work together as a community to protect our kids and prevent the negative consequences of teen drinking.

DanversCARES will provide a series of tips for parents on talking to teens about drinking and ways to prevent teens accessing alcohol at home.

Research indicates that when parents express disapproval of drinking, teens drink less. Teens do listen, even if you think they don't.

Have you asked?
Most parent say: "It's not my kid."Then whose kid is it?

Have you asked?

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SoMe and the "Call to Action"

 DanversCARES The "Whose Kid Is It?" Campaign is still running, and discounts at local vendors are still good until the end of the month! That said, it is always a good idea to talk with your children. Have a great summer, and be safe!

 **Whose Kid Is It? PSA [HQ]**
Length: 1:02

 June 21 at 12:11pm · [Comment](#) · [Like](#) · [Share](#)



SoMe and the "Call to Action"

 DanversCARES Whose Kid Is It discounts are good through June 30 at participating businesses. Stop in Goodies, Lorraine Roy, Wild Harvest, Maison Estique, and Jimmy's with your post card to receive 20% and remember: Kids in Danvers do drink. "If it's not my kid, then Whose Kid Is It?" Talk to your teens about underage drinking this summer.

June 15 at 10:42am · [Comment](#) · [Like](#)

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Da Healthier decisions

DanversCARES The "Whose Kid Is It?" Campaign is still running strong. Have you seen this ad lately? The first person to comment and tell us where you saw it will win a DanversCARES T-Shirt! Come on you know you want it! <http://bit.ly/aRZ8YR>

GateHouse Media | Greater Boston Area Announcements - Announcements & Corrections - DanversCARES
bit.ly
Shop online at Boston stores. Save time and money by shopping from home with Boston newspaper ads online. Quickly search print ads for jobs, cars, furniture, pets, homes, and other shopping in the Boston area. Use local search, and find ads by category, advertiser, brand and keyword.

May 7 at 9:44am · Comment · Like · Share · Flag

LaDonna Coy and John M Gibbons like this.

Da DanversCARES John--Thanks for the like. If you have seen the ad, or any "Whose Kid Is It?" collateral, you could be our winner. Just let us know where. :)
May 7 at 10:01am · Like · Flag

Da Andrea DeLuzio Enos There is an ad hanging on the doors at the high school.
May 7 at 5:10pm · Like · Flag

Da DanversCARES And we have a winner! Congratulations Andrea! Swing by the DanversCARES office, or send us a message with your info and you can get your shirt.
May 9 at 12:45pm · Like · Flag



SoMe and the "Call to Action"

Da Healthier decisions

DanversCARES Parent Tip #7:
Set clear rules and discuss in advance the consequences of breaking them. Don't make empty threats or let the rule-breaker off the hook. Don't impose harsh or unexpected new ...
See More

Parents. The Anti-Drug.
www.theantidrug.com
This crash course in the most popular communication tools used by teens today offers guidance and advice to help parents monitor their teens activities on these devices.

April 27 at 11:26am · Comment · Like · Share · Flag

LaDonna Coy likes this.

Write a comment...

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 **CADCA** *Building drug-free communities.*



Questions

