

'Be the Change'

Youth Training Program

July 12-14, 2022



Welcome! Before we begin,
please type in the chat:



1

State

2

Grade Level

3

Favorite Social
Media Platform

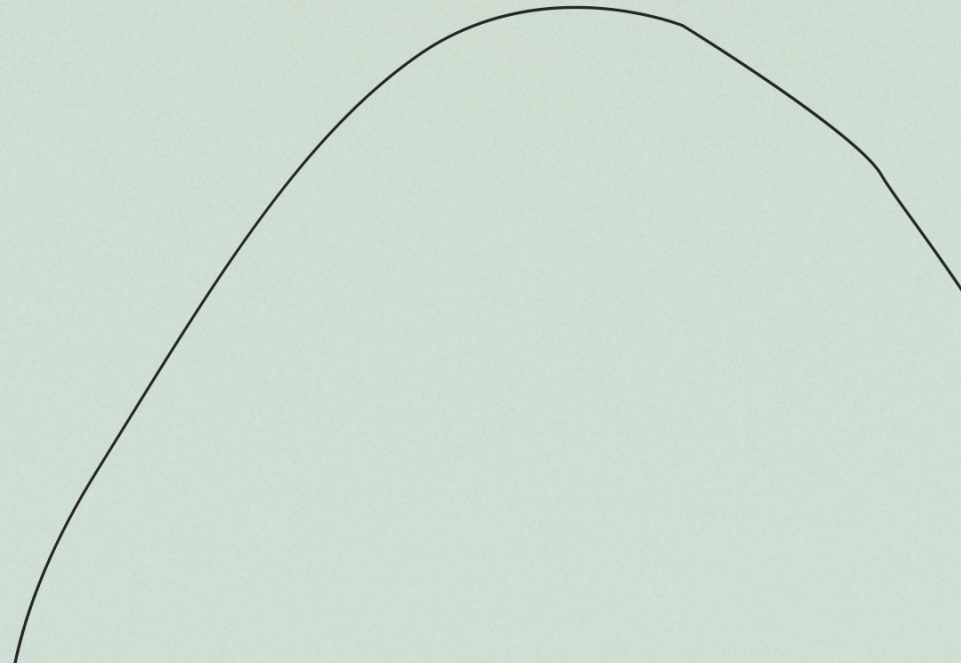





UTILIZING SOCIAL MEDIA TO EFFECTIVELY INCREASE COMMUNITY INVOLVEMENT AND ACCESSIBILITY TO SBHCS

A 2022 'Be the Change' Youth Training Program workshop
presented by Liliana & Lorena Madrid Larrañaga

Let's start with a
Kahoot
Icebreaker!



A decorative graphic consisting of a thin, curved line on the left side and a stylized leafy branch in the top right corner, both in a light sage green color.

TODAY WE WILL TALK ABOUT

- Steps taken in production and distribution of video
- Pinpointing objectives
- Promoting on social media

Liliana



- ALBUQUERQUE, NM
- ALBUQUERQUE HIGH SCHOOL
- OCCIDENTAL COLLEGE (PRE-MED)
- ADVOCATE FOR EQUITABLE HEALTH CARE
 - PAUSE
 - D-SHAC (DISTRICT STUDENT HEALTH AND ADVISORY COUNCIL)
 - NEW MEXICO APPLESEED
 - BREAKING THE SILENCE NM



Lorena



- ALBUQUERQUE, NM
- ALBUQUERQUE HIGH SCHOOL
- ADVOCATE FOR EQUITABLE HEALTH CARE
 - PAUSE
 - DREAM MAKERS
 - PEER HELPERS
 - BREAKING THE SILENCE NM



How did we get involved?

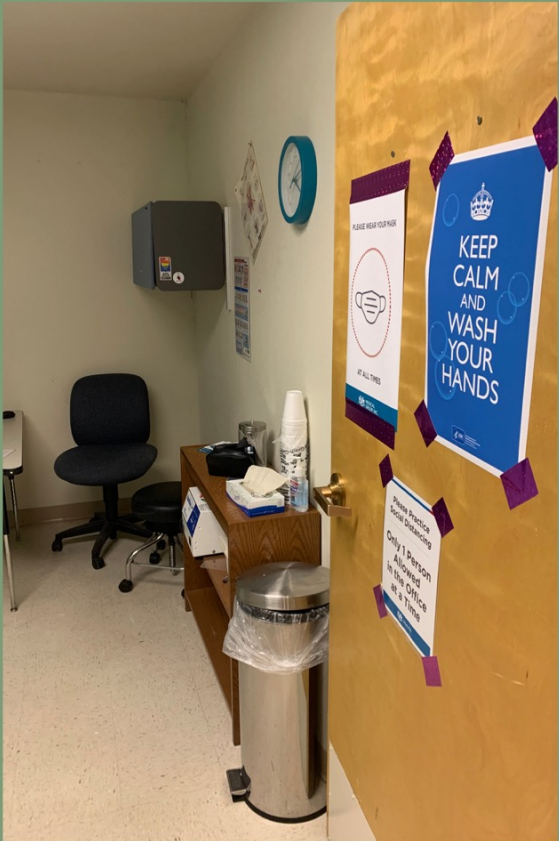
- APS (Albuquerque Public Schools) and D-SHAC (District Student Health Advisory Council) notice a decrease in student use
- Reached out to PAUSE (Peers of AHS Understanding Student Experiences) at Albuquerque High.
- Video is suggested and volunteers are requested



STEPS TAKEN IN PRODUCTION & DISTRIBUTION OF VIDEO



- **Make it a group effort and include key partners. (involve school and district administration, SBHC staff and marketing, NMASBHC, students, teachers, alumni)**
- **Assess current environment and formulate a plan**
- **Identify important elements of information and personal experiences**
- **Write a script**
- **Film**
- **Edit (progression of video clips, informational slides, music)**

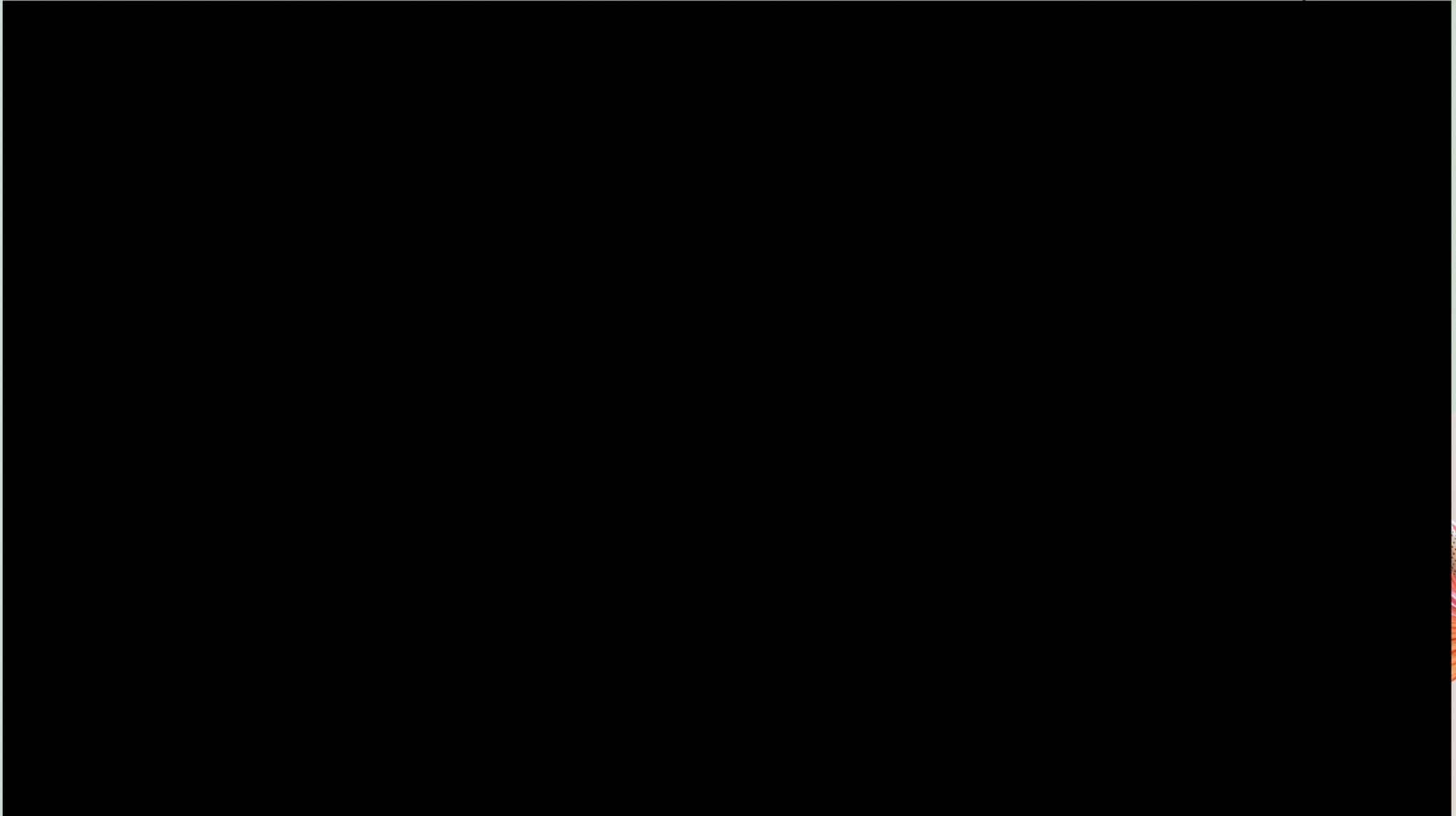


STEPS TAKEN IN PRODUCTION & DISTRIBUTION OF VIDEO CONT.

- Distribution plan
- Research (attended marketing meetings, SBHC meetings, meetings on how to film)
- Put together resources for all involved (Google folder for videos and tips for filming)
- Asked for feedback (Adults and students)
- Asked people to post our video, consider partner reach
- Posted on multiple platforms (Insta, YouTube, Facebook)



Let's Watch





Feedback



WHAT WAS GOOD?

- MUSIC
- LOT OF INFORMATION
- LOTS OF POINTS OF VIEW (STUDENTS AND PROFESSIONALS)
- REACHED LOTS OF PEOPLE

AREAS OF IMPROVEMENT

- LENGTH
- USE OF HASHTAGS
- TEXT READABILITY



What are the best methods to successfully promote SBHCs using social media?



How to pinpoint objectives and audience (your goal)



- **Is it your first post? Are you already doing some promotion and outreach?**
- **Targeted demographics**
- **Events or Health awareness month/week/days, ie. suicide prevention week)**
- **Get key information for general SBHC promotion (location, hours, services, staff, insurance, accessibility)**
- **Identify people or experts (to participate for promotion, but also for distribution of information – student groups, classes, community, etc)**
- **Identify key benefits (for youth, families, school)**
- **Consider contests or referrals**
- **Include importance of self-care and general well-being**



Identify and discuss methods



- Different types of social media accounts (what platforms are used by target audience)
- How to interact with each platform (reels, saved stories)
- How to connect with the audience (who is in your video, teens, adults, both?, framing of messaging)
- How to get people to help (experts, peers, administration)



How to make your video successful



- How to reach more people (hashtags, tagging more successful accounts to post)
- How to do research to see what's trending and see what will work best for what you are trying to do.
- Reach out to university students in film or school programs, film or media classes



- **Download the GooseChase App**
- **Click "play as guest" and enter the code in the chat**
- **Complete the Missions!**

Activity Time

