

# SEXUAL HEALTH MATTERS

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A ROADMAP TO  
DEVELOPING A  
YOUTH-LED  
SEXUAL HEALTH  
SOCIAL MEDIA  
CAMPAIGN



TEEN CONNECT

*Tampa Bay*

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for the Adolescent and Teen Health Program  
of the Healthy Start Coalition of Hillsborough  
County in fulfillment of requirements for the  
Master of Public Health program at the  
University of South Florida  
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# ABOUT:

## TEEN CONNECT *Tampa Bay*

The Healthy Start Coalition of Hillsborough County Adolescent Health Initiative aims to improve teen access to health services and community resources through a centralized online resource directory, referral database, and personalized navigation services.

In partnership with Hillsborough County Public Schools, USF Health, and numerous youth-serving organizations, Teen Connect Tampa Bay provides education and links to comprehensive sexual health resources and a wide range of community programs. The website features a searchable directory, education for teens and parents, and an interactive blog. Personalized navigation services are also available to help connect teens and young adults to sexual health services and community resources based on their individual needs. In addition, the program offers youth engagement opportunities through the Teen Connect Youth Advisory Board, and Adolescent Health Trainings to youth-serving professionals, providers, and parents.

The Adolescent and Teen Health Program set out to implement a youth-led social marketing campaign to address Sexual Health in the Tampa Bay area. In order to do this, we initiated a Youth Advisory Board (YAB) - a group of students from various high schools in the area. With the help of the YAB, the campaign to increase testing for STDs/STIs launched at the start of World Sexual Health Month in September 2020.

While the campaign was the first of its kind implemented by the Adolescent and Teen Health Program and the Youth Advisory Board, we have been able to notice an increase in engagement with sexual health resources and an increased interest in sexual health education and empowerment by Tampa Bay youth.

We don't have all the answers nor all the solutions, but we thought a roadmap would be beneficial for anyone interested in implementing a youth-led social media campaign in the future.

You can visit [TeenConnectTampaBay.org](https://TeenConnectTampaBay.org) for more information.

@TEENCONNECTTAMPA





# ABOUT: THE TEEN CONNECT YOUTH ADVISORY BOARD



## MISSION

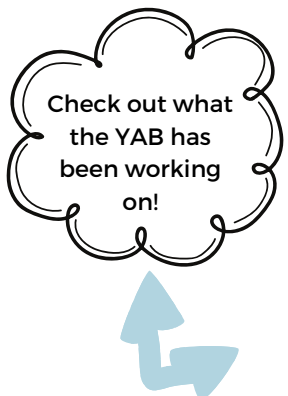
The Teen Connect Youth Advisory Board (YAB) is a group of Hillsborough County high school students that aim to make health services more accessible to teens through an online marketing campaign, sexual health blog and promoting youth-friendly resources in the Tampa Bay area.

## WHAT DOES THE YAB DO?

- Create youth-led social marketing campaigns
- Follow, engage, and develop posts on the YAB Instagram account @teenconnecttampa
- Write short blogs and youth-friendly social media content to spark conversations and connect youth to important health information and services
- Participate in YAB team discussions - a great way to have their voices be heard

## BENEFITS OF THE YAB

- Opportunities to provide input and advice to Teen Connect Tampa Bay
- Network with students across different schools and a variety of community health organizations
- Earn community service hours
- Build their resume



### SOCIAL MEDIA

We connect with teens through Instagram. Follow us @Teenconnecttampa for the latest info.

[View More:](#)



### CAMPAIGNS

During Sexual Health Awareness Month in September, we debunked myths about STDs & testing.

[View More:](#)



### VIDEO

We created a teen video guide to getting tested for STDs and accessing sexual health services in-person and virtually.

[View More:](#)



### BLOG

We engage our peers by writing blog posts on current events and topics that are important to teens.

[View More:](#)

# MEET THE YAB

## ORIGINAL MEMBERS AND TESTIMONIALS



### Kiara, Operations/Outreach

As teenagers with no real sex education curriculum, it's hard to find reliable resources that are confidential and accessible. It's a great feeling to know we're spreading the word about them. Working together with the team has taught me a lot about leadership, marketing, and most importantly, sexual health.



### Grace, Blog Content

I wanted to join the YAB to help better teen sexual health awareness in Tampa Bay. It was a very under appreciated issue that I wanted to build awareness for.



### Amelia, Secretary

I was motivated to join the YAB for college applications. I stayed because I developed a real passion for sexual health advocacy once I learned the impact lack of knowledge about sexual health had in all aspects of life.



### Anna, Operations/Outreach

The YAB has allowed me to get involved in the community in ways that I would've never thought. I've learned the importance of sexual health and how it connects to the media, and I've gotten to work with a great group of people!



### Nhu, Social Media

I joined the YAB as I wanted to learn more about health resources in Tampa, especially as a woman. I also love getting to work with some of the most positive and uplifting people in our community.

**Our members  
share what  
motivated  
them to join!**





# MEET THE YAB

## NEW MEMBERS AND TESTIMONIALS



**Meesha, Social Media**

I joined the YAB because I've seen some misconceptions many people my age have about their bodies and wanted to take an active role in helping to educate them.



**Maya, Content Designer**

I joined the YAB to educate my community because I saw the effect misinformation was having on my peers. I wanted to join in the effort to normalize sex and to increase awareness about various sex and sexuality related issues in our world.



**Casey, Video Producer**

I joined the YAB so I can take a hands-on role in promoting the importance of sexual health and education in my community.



**Jazmine, Graphic Designer**

I joined the YAB because I realized how many people didn't know about resources around them and I wanted to help everyone understand their own sexual health.



**Ella, Video Producer**

I joined YAB because I wanted to be a part of spreading sexual health awareness. I also want to be a good resource for my friends or be able to direct them to the right resource if they confide in me.



**Savannah, Blog Manager**

I joined YAB because I did a research project on access to birth control that made me really passionate about making sure teens have the ability to access proper contraceptives and education on safe sex.

**Newest YAB members share what motivated them to join!**



# YAB RECRUITMENT EFFORTS

The Adolescent and Teen Health Initiative and the Healthy Start Coalition of Hillsborough County used their network of youth-serving community organizations and partnership with Hillsborough County Public Schools to recruit the Teen Connect Youth Advisory Board. Below and in Appendix C, you can find the Youth Advisory Board's strategies to recruit and engage their peers before, during, and after the sexual health campaign and recruit new members.

## STRATEGIES

- Personalized invitation from current YAB members
- Instagram posts
- Emails to school staff, such as guidance counselors, from YAB members
- Emails to parent groups and youth-serving community-based organizations
- Presentations/announcements to community groups
- Information sessions for all interested parties



**TEEN CONNECT**  
**YOUTH ADVISORY BOARD**

**SEX EDUCATION STARTS WITH YOUTH**

The purpose of the YAB is to make health services more accessible to teens through online marketing campaigns, a sexual health blog, and promoting youth-friendly resources in the Tampa Bay area.

For questions, concerns, and additional inquiry, contact Danielle Lewald, Adolescent Health Resource Coordinator, at 813-440-9395 or at [dlewald@hstart.org](mailto:dlewald@hstart.org)

FOLLOW US ON INSTAGRAM @TEENCONNECTTAMPA  
[WWW.TEENCONNECTTAMPABAY.ORG](http://WWW.TEENCONNECTTAMPABAY.ORG)

**THE YOUTH ADVISORY BOARD IS OPEN TO NEW MEMBERS!**

**READY TO JOIN US?**  
Apply today!  
[Bit.ly/applyYAB](http://Bit.ly/applyYAB)  
Deadline to apply is December 12th

**WANT TO KNOW MORE?**  
Join our virtual info session!  
Thursday, December 3rd  
7:00-8:00pm

**TEEN CONNECT**  
**YOUTH ADVISORY BOARD**  
RSVP @  
[bit.ly/YABInfoSession](http://bit.ly/YABInfoSession)

**TeenConnectTampaBay.org**

@TEENCONNECTTAMPA



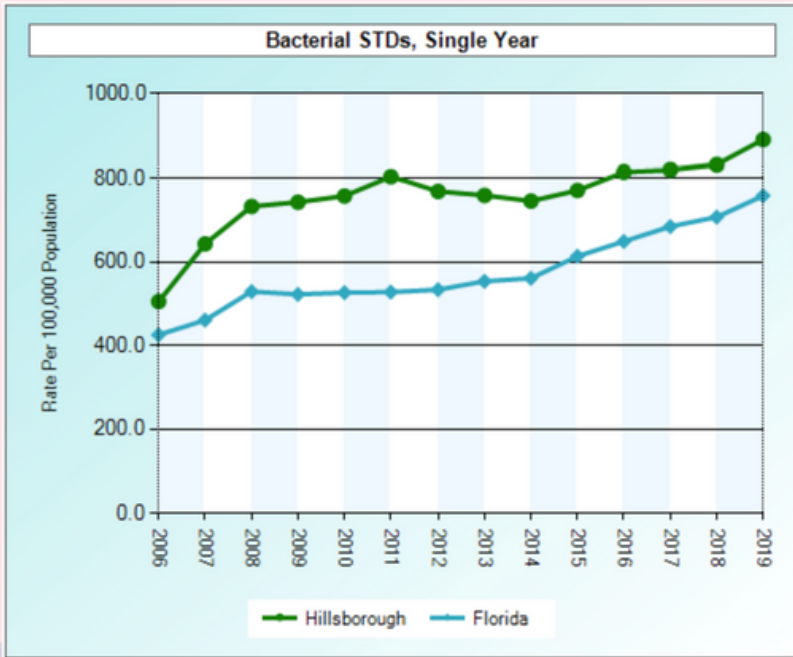


# A REVIEW OF LITERATURE

As with many areas within health, adolescent sexual health is a major area of concern. Youth between the ages of 15 and 24 make up half of all new cases of Sexually Transmitted Diseases (STDs) and infections (STIs). Since 2014, there has been a steady rise in bacterial STD infections in youth in Hillsborough County reaching nearly 7,000 new cases in 2019.

Empowering individuals to make their sexual health a priority, and providing them with the necessary tools and resources at a young age will serve as a way to decrease the magnitude of STD/STI incidence in Hillsborough County. It has been found that most young persons obtain information about sexual health and spend most of their time on the internet and social media platforms.

A review of the literature suggests that a youth-led approach to social media campaigns is an effective way of reaching large numbers of youth to increase knowledge about sexual health topics such as getting tested for HIV/STDs. While this is true, youth still remain the largest demographic affected by sexually transmitted diseases and infections. One explanation for this could be that there are few studies involving youth in every step of the process, thus lacking their input. Youth engagement allows for nuances in the target population to be discovered—nuances that make the difference in whether the campaign will or will not be received well. Moving forward, campaigns would benefit from incorporating a few best practices that are outlined in the next page.



Bacterial STDs, Rate Per 100,000 Population, Single Year								
Year	Hillsborough				Florida			
	Count	Denom	Rate	MOV (+/-)	Count	Denom	Rate	MOV (+/-)
2019	12,868	1,445,243	890.4*	15.3	161,216	21,268,553	758.0	3.7
2018	11,797	1,419,285	831.2*	14.9	148,157	20,957,705	706.9	3.6
2017	11,372	1,388,111	819.2*	15.0	140,669	20,555,733	684.3	3.6
2016	11,066	1,359,850	813.8*	15.1	131,236	20,231,092	648.7	3.5
2015	10,263	1,331,997	770.5*	14.8	121,994	19,897,762	613.1	3.4
2014	9,746	1,307,906	745.2*	14.7	109,760	19,579,871	560.6	3.3
2013	9,732	1,282,511	758.8*	15.0	106,858	19,314,396	553.3	3.3
2012	9,687	1,260,887	768.3*	15.2	101,955	19,118,938	533.3	3.3
2011	9,984	1,242,491	803.5*	15.7	99,923	18,941,742	527.5	3.3
2010	9,326	1,231,553	757.3*	15.3	99,027	18,820,280	526.2	3.3
2009	9,049	1,218,521	742.6*	15.2	97,676	18,711,844	522.0	3.3
2008	8,848	1,208,197	732.3*	15.2	98,550	18,636,837	528.8	3.3
2007	7,703	1,198,257	642.9*	14.3	85,174	18,500,958	460.4	3.1
2006	5,947	1,177,896	504.9*	12.8	77,571	18,237,596	425.3	3.0

# A REVIEW OF LITERATURE

## Best Practices

### **Involve youth in every step**

Few studies involve youth in every step of the process and allow them to be consistent contributors to the campaign or intervention being developed.

Campaigns involving youth in every step of the process including content development and design had favorable outcomes.

### **Diversify platform choices**

If you are looking to reach a very specific audience, you may want to diversify your use of social media platforms.

Stepping outside of usual social media such as Facebook and Instagram, and utilizing platforms such as Grindr for topics such as PrEP uptake had favorable outcomes.

### **Utilize traditional media**

Studies with favorable outcomes utilized both traditional and new media. Traditional media such as print materials allowed for campaigns to reach the demographic that may not find themselves on the internet.

Traditional methods such as community outreach also resulted in favorable outcomes.

### **Link to services**

Sexual health campaigns with a supplemental product, such as a website with resources, garnered favorable outcomes.

Providing resources, such as youth-friendly clinics or community based organizations offering services that align with the behavior being asked of the youth, help influence uptake of the behavior.

### **Use theory to inform work**

There is a lack of reference to theoretical frameworks.

Behavior change theories have been proven to work in influencing behavior change when applied to interventions. If your campaign is asking for youth to implement, modify, or remove a behavior, the use of theory is highly suggested.

### **Implement RCTs**

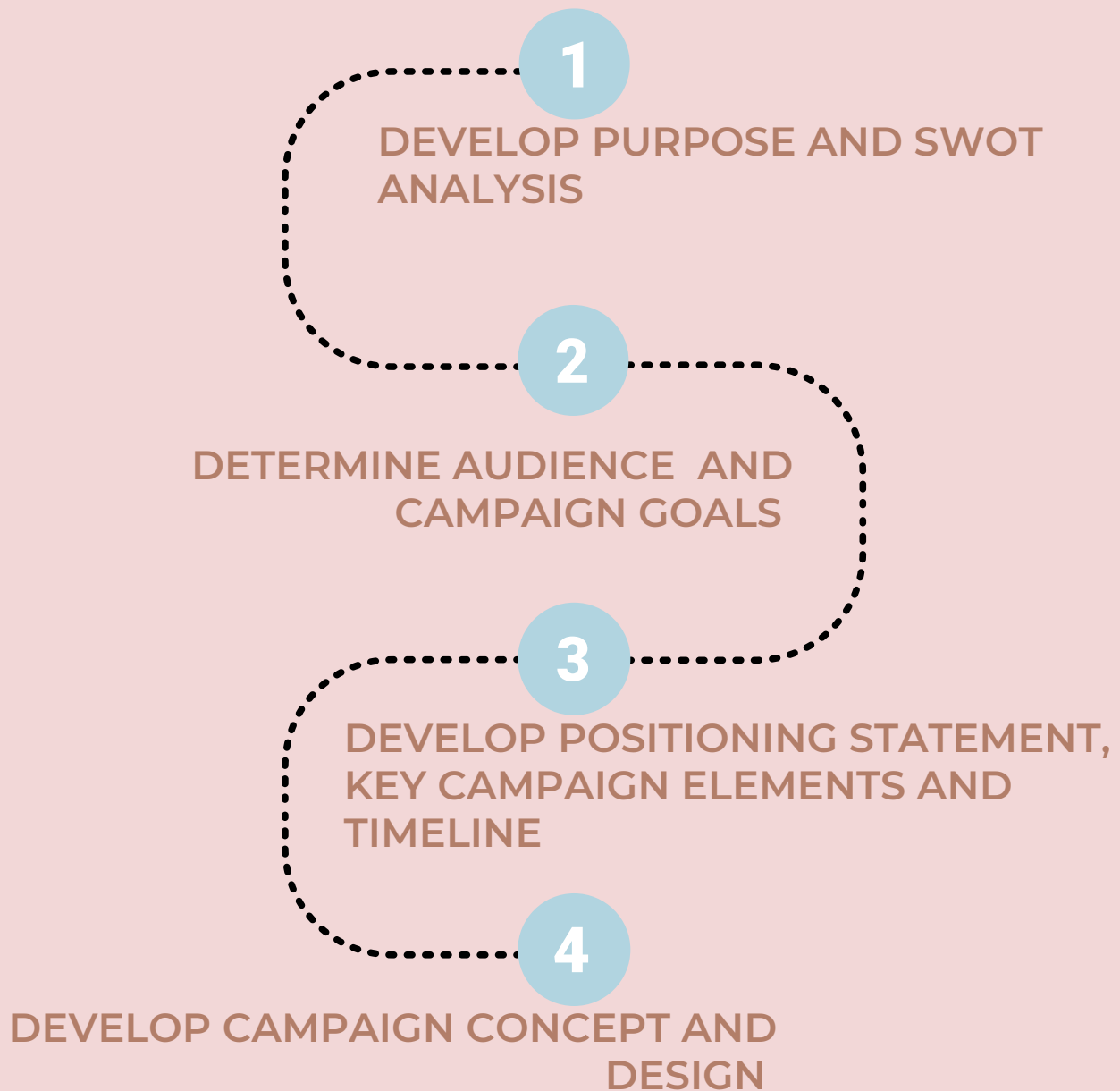
There is a lack of randomized controlled trial studies.

The use of a control group may be beneficial in controlling external factors and seeing whether the campaign is the reason for favorable outcomes. If your campaign is testing any specific treatments for HIV/STDs, RCTs are recommended.

**Find research studies linked on page 28**

# ROADMAP TO A YOUTH-LED CAMPAIGN

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# ROADMAP TO A YOUTH-LED CAMPAIGN

1

## DEVELOP PURPOSE AND SWOT ANALYSIS

If you are reading this guide, it is likely that you have already chosen your desired health topic or social issue for your campaign - youth sexual health. This is the first step in developing a social media or social marketing campaign.

If your organization has not chosen a health topic, this is where you would want to begin involving your key demographic - youth. Your organization can hold focus groups, interviews, or listening sessions with the youth you serve to determine their needs and the gaps you may be able to fill with your campaign.

### TEEN CONNECT TAMPA BAY

**PURPOSE:** INCREASE AWARENESS AND USE OF RECOMMENDED SEXUAL HEALTH SERVICES FOR TEENS WITH A FOCUS ON STD PREVENTION AND TESTING.

#### PURPOSE

Now that you know you would like to focus on sexual health, it is time to develop your purpose and conduct a SWOT analysis. The purpose of a campaign can be thought of as the campaign's desired impact. What is it that you would like your social media campaign to achieve?

Think about the different subtopics of youth sexual health and pick one that aligns with both your organization's mission and the needs expressed by youth in your focus groups and interviews. For example, a campaign purpose could be: reduce teen pregnancies.

Once the campaign purpose is decided, you can conduct a SWOT analysis. SWOT represents organizational strengths and weaknesses and external opportunities and threats. This analysis will allow you to take stock of resources and factors in your organization's environment that might affect your project in the future. The youth you serve may be able to assist with this step in the planning process.

A SWOT analysis chart is on the next page. Feel free to take it to your team to fill out!



# ROADMAP TO A YOUTH-LED CAMPAIGN

1

## DEVELOP PURPOSE AND SWOT ANALYSIS

### SWOT ANALYSIS

<p><b>STRENGTHS</b> What organizational strengths will your plan maximize?</p>	<p><b>WEAKNESSES</b> What organizational weaknesses will your plan minimize?</p>
<p><b>OPPORTUNITIES</b> What external opportunities will your plan take advantage of?</p>	<p><b>THREATS</b> What external threats will your plan prepare for?</p>

# ROADMAP TO A YOUTH-LED CAMPAIGN

2

## DETERMINE AUDIENCE AND CAMPAIGN GOALS

### AUDIENCE

Now that you know your campaign's purpose and have taken stock of your organizational strengths and weaknesses and external opportunities and barriers, it is now time to select your audience. It is likely that your audience is youth and adolescents, but it is important to think about your audience on a deeper level. Who is your health topic affecting the most? Are there any specific demographics - age, location, grade level? Is there anything that sets them apart from other youth - lifestyles, related behaviors? Thinking about these questions will help narrow your priority audience.

### GOALS AND TIMELINE

Goals are the results you wish the campaign to achieve. What are the goals of your campaign? When creating a campaign related to a health topic, there is often a specific behavior marketed for your audience to accept, reject, modify, abandon, switch, or continue. You can create behavioral goals for your campaign, such as the extent to which you would want to see the behavior change. Other goals for your campaign can be logistical, such as audience reach.

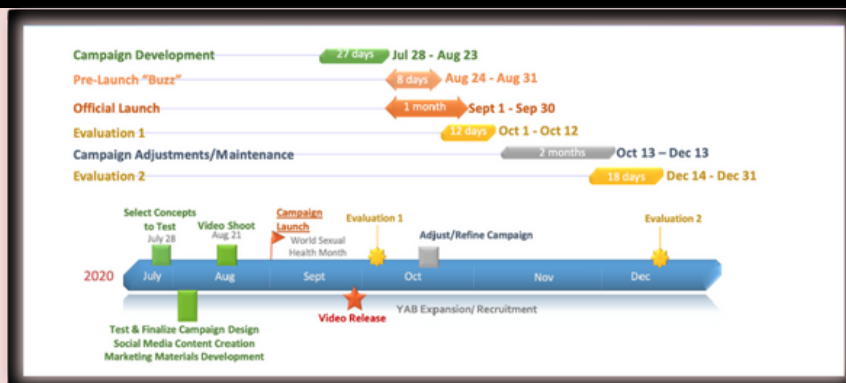
The next step would be to develop a timeline for your campaign to keep you on track. See an example of a timeline and goals below, developed by the Adolescent and Teen Health Program team.

### TEEN CONNECT TAMPA BAY

**GOALS:** TO REACH A TOTAL OF 4,300 PEOPLE THIS SCHOOL YEAR (AUG. 2020-MAY 2021).

- 2,600 PEOPLE VIA SOCIAL MEDIA (IG @TEENCONNECTTAMPA)
- 1,700 PEOPLE VIA WEBSITE (WWW.TEENCONNECTTAMPA.ORG)

TIMELINE



# ROADMAP TO A YOUTH-LED CAMPAIGN

3

## DEVELOP POSITIONING STATEMENT KEY CAMPAIGN ELEMENTS AND TIMELINE

### POSITIONING STATEMENT

Now that you have determined your campaign's audience, goals and timeline, it is now time to develop the campaign's positioning statement. The term positioning statement comes from the field of Social Marketing. Social Marketing is the use of traditional marketing techniques to improve the health of groups of people by promoting healthy behaviors. The positioning statement positions the behavior you are influencing through your campaign to a competing behavior. The role of your campaign would be to make competing behaviors less desirable. Below is an example of a positioning statement.

It is important to note that the positioning of behaviors is especially important when addressing younger populations. It is important to position behaviors in a way that allows youth to make their own decisions. Involving youth participants in this process can help inform how to position your desired and competing behaviors.

### TEEN CONNECT TAMPA BAY

**CAMPAIGN POSITIONING STATEMENT:** WE WANT HIGH SCHOOL STUDENTS TO SEE STD TESTING AS EASY, JUDGEMENT-FREE AND EMPOWERING, AND AS MORE IMPORTANT AND BENEFICIAL THAN NOT GETTING TESTED/AVOIDING THE ISSUE OUT OF FEAR OR SHAME.

### KEY CAMPAIGN ELEMENTS

The key campaign elements established by the Teen Connect Youth Advisory Board are: **messenger:** who will be conveying the message, **brand voice/tone:** how you want your message to be perceived, **communication channels:** how/where will the the message be delivered/where can your audience find the message, and a **call to action:** what you are asking of your campaign audience. We have provided an example of key campaign elements in the table to the right.

<b>Messenger</b>	Peer (fellow high school student/teen)
<b>Brand Voice/Tone</b>	Humorous, non-judgmental
<b>Communication Channels</b>	Primary: Teen Connect Instagram and website Secondary: Partner social media channels; YouTube Tertiary: Email marketing
<b>Call to Action</b>	Visit <a href="http://www.TeenConnectTampaBay.org">www.TeenConnectTampaBay.org</a> to make an appointment for STD testing.

# ROADMAP TO A YOUTH-LED CAMPAIGN

4

## DEVELOP CONCEPT AND DESIGN

### CONCEPT AND DESIGN

Now that you have a foundation and fully developed idea for a social media campaign, it is time to work on what the campaign will look like and the messaging that will be used. This is referred to as your campaign concept and design. Involving your target population in the development and testing of content and messaging will ensure that the campaign is received well when implemented.

**Concept:** The overall idea for content including messaging and design.

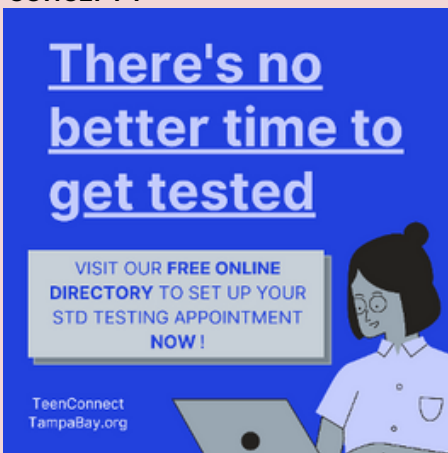
**Messaging:** Messages that resonate with the target audience and will influence behavior change.

**Design:** The construction of materials to be shared through designated social media platforms.

Once the concept, messaging and accompanying graphics have been developed, you will be able to pre-test the content with your audience. A pre-test will determine which concept tests best for your target audience and any edits that will need to be made. After the edits are made, it is time for the campaign launch!

Below are three separate concepts developed by the Teen Connect Youth Advisory Board that were tested among a larger group of teens and young adults.

CONCEPT 1



CONCEPT 2



CONCEPT 3



**Messaging:** Back to school stress is real. But when it comes to STD testing, we've made it a no brainer. Head over to [www.TeenConnectTampaBay.org](http://www.TeenConnectTampaBay.org) to use our searchable directory to find an STD testing site near you!

# Youth Engagement Strategy

## INCLUSIVITY

- Including participants representing diverse races, ethnicities, genders, sexualities and abilities allows for youth to feel seen and represented.

## TRUST

- Developing a reciprocal relationship of trust between organization leaders and youth participants facilitates favorable outcomes.
- Trust allows for youth to feel comfortable discussing their experiences.

## CREATIVE FREEDOM

- Allowing creative freedom for content and materials allows youth to create content that best resonates with their peers.

## OPPORTUNITIES FOR LEADERSHIP

- Leadership roles develop important skills and allow youth to experience personal growth.

## AGENCY

- Agency gives youth ownership over their role and responsibilities.

## EMPOWERMENT

- Agency leads to youth feeling empowered to make decisions and share ideas.

# TIPS, RESOURCES & LESSONS LEARNED

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While developing our social media campaign to increase STD testing in Hillsborough County, there were many bumps along the road. We have compiled a few tips, resources and lessons learned while initiating the sexual health campaign to consider when planning and implementing a campaign of your own.

Many of the lessons learned were in regard to content creation and how to best reach a youth audience. The next few pages list a few of these lessons, such as the importance of creating partnerships with other organizations and lessons on ways to engage your audience. Specific examples of these lessons can be found in Appendix C and additional links can be found in References on page 28.

One major lesson learned was the importance of scheduling and organizing social media posts. The following pages outline resources that were used, and how they were used, in order to carry out the campaign. The logistical resources provided will be beneficial during a time of remote collaboration and involving youth from different communities - having a space that will allow youth to view and contribute ideas is of utmost importance.

# TIPS, RESOURCES & LESSONS LEARNED

## Lessons Learned

### Contests/Giveaways

It is no myth that most people like free things.

Contests, such as giveaways or raffles, can be an effective way to engage teens on Instagram.

View Appendix C for an example of a Teen Connect sponsored giveaway.

### Keep it Simple

Even with a high value incentive like a \$100 gift card, teens were unlikely to engage with posts if the contest was not simple enough or if it required them to take extra steps outside of engaging with the post.

Giveaway instructions need to be clearly stated on the post's graphics, not just in the caption.

### Paid Advertisements

Paid advertisements on social media platforms can help you get your message to the exact people you want to see it.

Ads with an objective of post engagement (getting people to like, share, tag friends) perform better than ads with the objective of website traffic.

View Appendix C for an example a Teen Connect paid advertisement.

### Word of Mouth

News travels fast.

It is important to utilize your network and, if possible, your Youth Advisory Board's (or audience's) network. Our youth shared personalized invitations with their friends and peers by having one on one discussions.

20% of new applicants were referred to the YAB by a friend.

### Track and Evaluate Campaigns

In addition to regularly reviewing the results of your social media campaigns, it's helpful to use trackable links and/or QR-codes on flyers, cards, and other print materials to determine which strategies are working best to drive visitors to your website. You can use this information to adjust your strategies based on what's working or not working.

### Be Memorable

Social media is flooded with campaigns and creative content. You want to try to create content that separates you from other content and allows your followers to remember your account.

One way to do this is by creating a series that is posted on the same day/time each week.

View an example of a series in Appendix C.



# TIPS, RESOURCES & LESSONS LEARNED

## Lessons Learned

### In-Person Outreach

Teen Connect YAB members shared the desire of wanting to do more in-person outreach and events. Due to COVID-19, they were limited to the use of social and traditional media.

In the future, social media campaigns may benefit from in-person outreach and promotional events to both foster team building and increase campaign reach.

### Partnerships

Teen Connect YAB members also shared the desire of creating further partnerships with organizations who share in a similar mission.

Partnering with similar organizations may allow for a wider reach and greater network of resources for those in need.

### Linkage to Resources

The Teen Connect YAB sexual health campaign was supplemented by the Teen Connect website. The website has a searchable resource directory for youth to find youth-friendly services and providers. Additionally, the website featured educational resources and a blog. Posts that directed youth to these resources performed well and increased traffic to the resource directory, thus linking youth to necessary resources.

### Consistent Youth Feedback

Outside of the Youth Advisory Board, Teen Connect hosted various focus groups to gain information on youth needs.

Campaigns should be soliciting consistent feedback from youth outside of their immediate network (such as a YAB) to gain the most accurate youth perspective.

### Utilize Traditional Media

Though you may be looking to create a social media campaign, utilizing traditional media will boost your engagement.

Strategies such as sending out emails to school clubs or sharing fliers with surrounding organizations can help boost engagement and share your message.

View Appendix C for an email template.

**GIVEAWAY**

Win a \$100 Gift Card in  
just 5 minutes!

**GIVEAWAY**

Swipe to learn how!

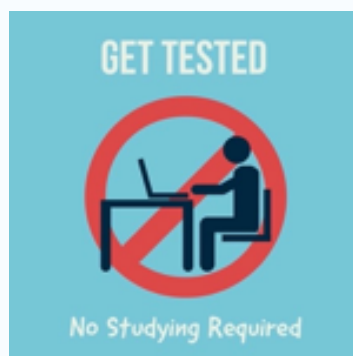
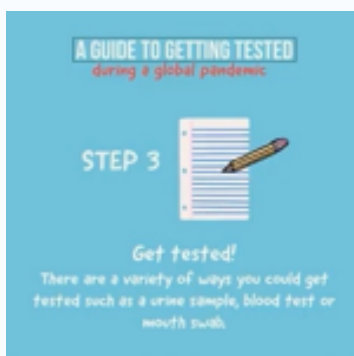
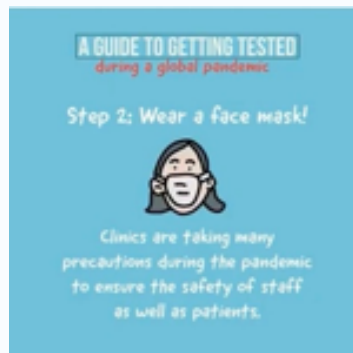
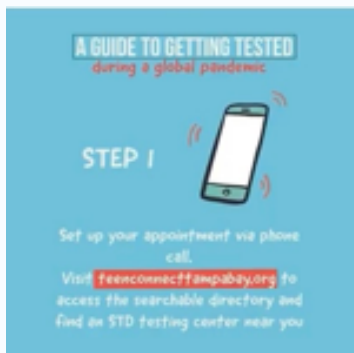


# TIPS, RESOURCES & LESSONS LEARNED

## Content

Social media content are the posts developed to be shared on your social media platforms. The content you share is a direct reflection of your purpose. When addressing a younger audience, it is important to create content that includes bold colors and remains consistent throughout the duration of the campaign. In addition to design, language is also crucial. The language used in the development of social media content will be better received when more humorous. In addition to tone, you must also be aware of the images portrayed, and vocabulary used. You want your audience to feel represented and like they can relate to your campaign. One way to do this is by defaulting to terms inclusive of gender, such as using the pronouns they/them over he/him or she/her.

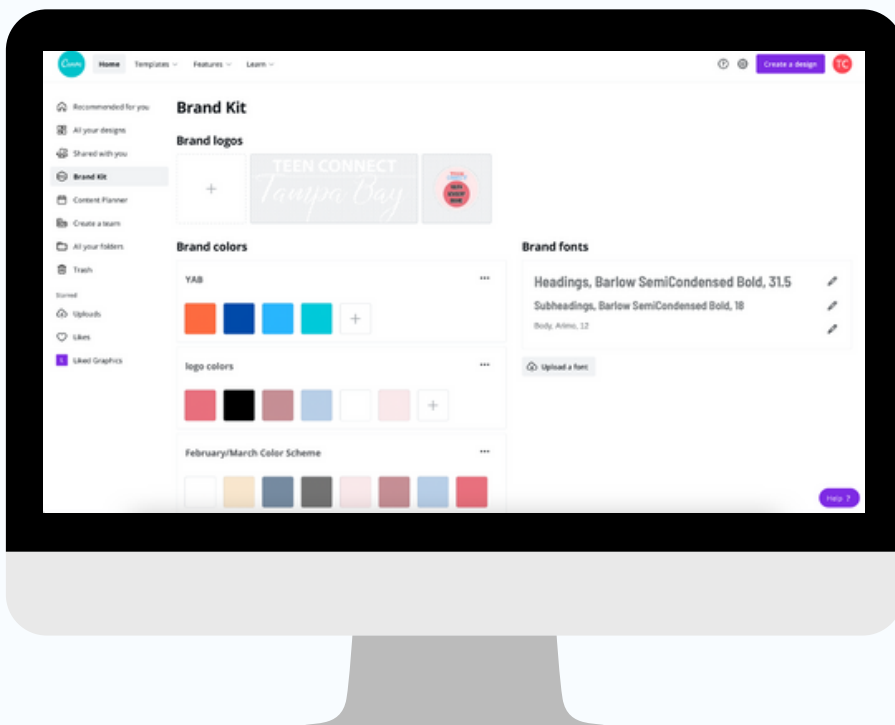
Below are a few posts developed by youth of the Teen Connect Youth Advisory Board.



# TIPS, RESOURCES & LESSONS LEARNED

## Branding

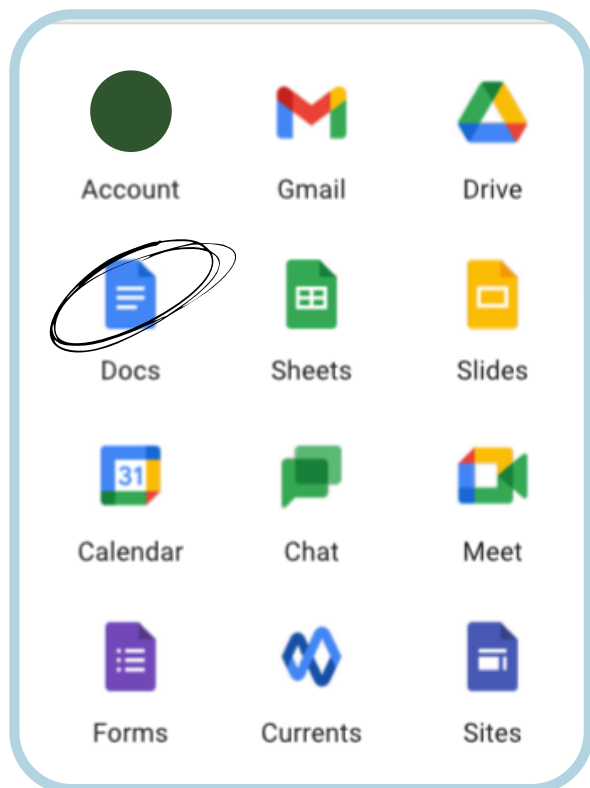
In addition to content, a successful social marketing campaign for youth would be memorable and eye catching. These components are often a result of branding. Branding is the process of creating an identity for your organization that links your overall purpose and mission to the content created. One of the most important aspects in branding is being consistent. Being consistent can mean different things for each organization. For example, this can be a consistency in messaging, consistency in tone, or consistency in graphics, color schemes, or fonts. One platform that has been beneficial to branding is Canva.com. Canva is a multipurpose, user-friendly site that allows for users to create content for their platforms. With Canva, you have the capability to create social media posts, promotional materials, presentations and much more. You can also create a brand kit. The brand kit stores your logo, fonts, and color palettes all in one place. The kit also allows you to create a team and share all privileges with each member. Non-profit and other organizations can apply for access to a free Canva-Pro account.



**APPLY FOR A FREE CANVA  
PRO ACCOUNT FOR NON-  
PROFITS [HERE](#)**

# TIPS, RESOURCES & LESSONS LEARNED

## Planning & Collaboration



In addition to Canva, Google Suite is a great resource for collaboration. Anyone with a Gmail account has access to various services in Google Suite. One of these completely free services is Google Docs. Google Docs is similar to Microsoft Word, but operates through the web. It has proven to be a valuable tool when collaborating on projects and has been a platform that is great for storing ideas and getting feedback from your team. Documents created through Google Docs can be shared with up to 100 users. Users can then collaborate on the documents simultaneously.

The Adolescent and Teen Health Program found Google Docs especially helpful when collaborating virtually with the Youth Advisory Board. Google docs was used to create a social media plan on a monthly basis. In order to create a successful social media plan, a few things should be included: Monthly/weekly theme, time to post, date to post, image/ graphic to be posted, image caption, and a list of hashtags to help your target population find you and your posts. A blank social media content planner is provided on the next page.

# TIPS, RESOURCES & LESSONS LEARNED

## Content Planner

**Month:**

**Theme:**

**Week:**

**Theme:**

Date/Time	
Image(s)	
Caption	
Hashtags	

Date/Time	
Image(s)	
Caption	
Hashtags	

# TIPS, RESOURCES & LESSONS LEARNED

## Scheduling, Organizing & Analysis

Later is a platform that allows you to plan, schedule, publish, and measure the results of your Instagram and social media posts. It can be accessed through a downloadable app and through their standard website. Scheduling posts in advance helps to keep your team on track and allows for your platform to be active at all times. This is especially important during times when your team may be overwhelmed, or unable to access social media. In the case of a youth-led campaign, Later is helpful when the youth in charge of posting or creating content have a school break or have limited time during midterms, finals, or special projects.

Later also allows you to preview your Instagram feed. In a preview, you can see how scheduled posts look against the posts currently on your feed. This allows a chance to reorganize the posts. Reorganizing posts can be useful when sticking to a weekly theme or branding idea. It is also useful when an unexpected post needs to be made or added to the schedule.

Additionally, Later provides users with analytics. These analytics include an overview, audience, post and story performance, and hashtag analytics. An example of what this may look like for your organization is on the next page. Other ways of measuring user engagement can be through the use of an Excel spreadsheet. See page 20 for an example.

### OVERVIEW ANALYTICS

- profile summary
- profile growth
- profile interactions
- best performing posts

### HASHTAG ANALYTICS

- the top 50 hashtags in your industry and their performance

### POST ANALYTICS

- number of followers, likes, comments, saves, impressions, reach, engagement rate and revenue (if applicable)

### STORY ANALYTICS

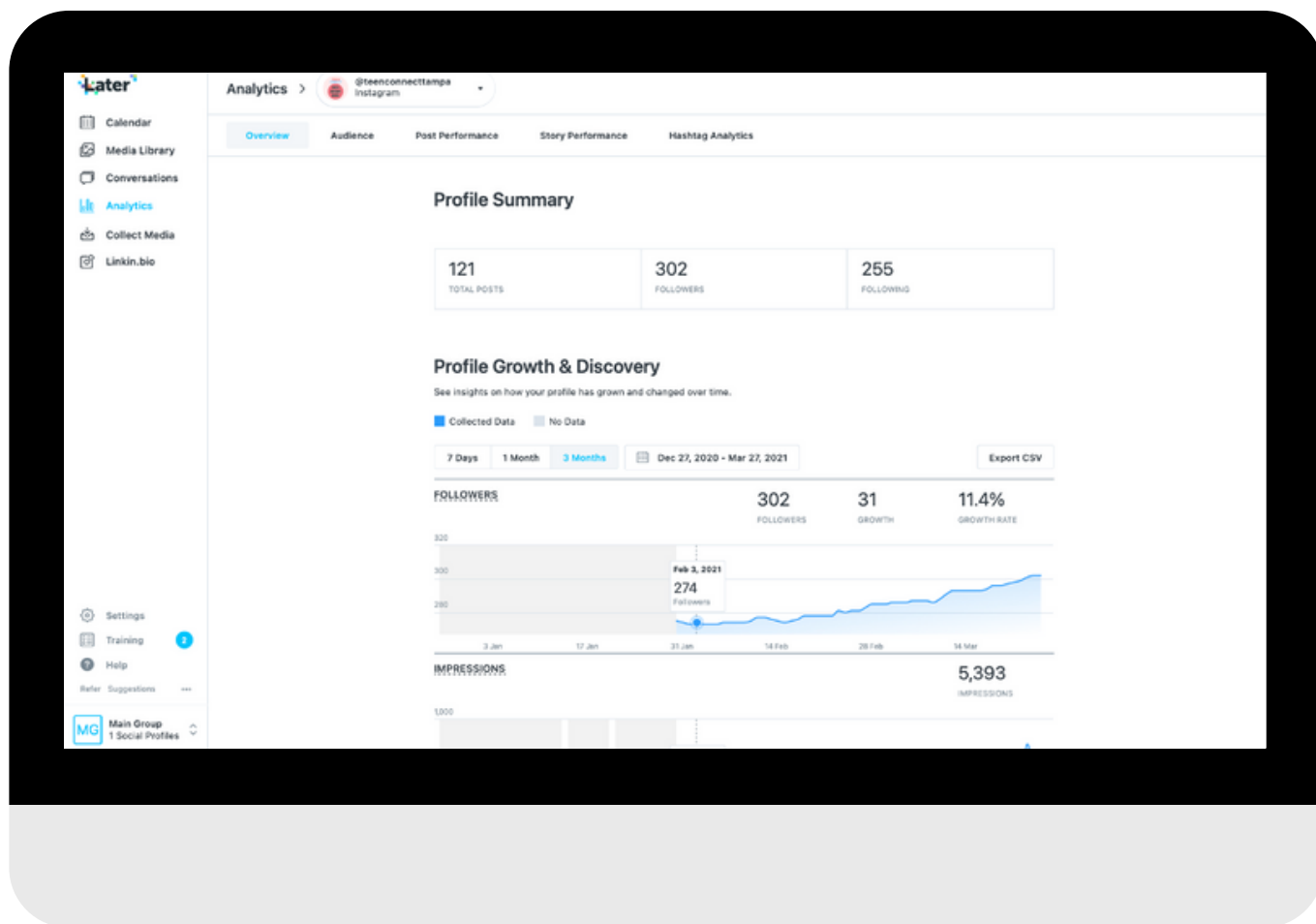
- views, sends, forwards, exits

### AUDIENCE ANALYTICS

- engagement
- demographics
- location
- languages
- link in bio clicks by region

# TIPS, RESOURCES & LESSONS LEARNED

## Later App Analytics



### LATER'S BEST POST TIMES 2021

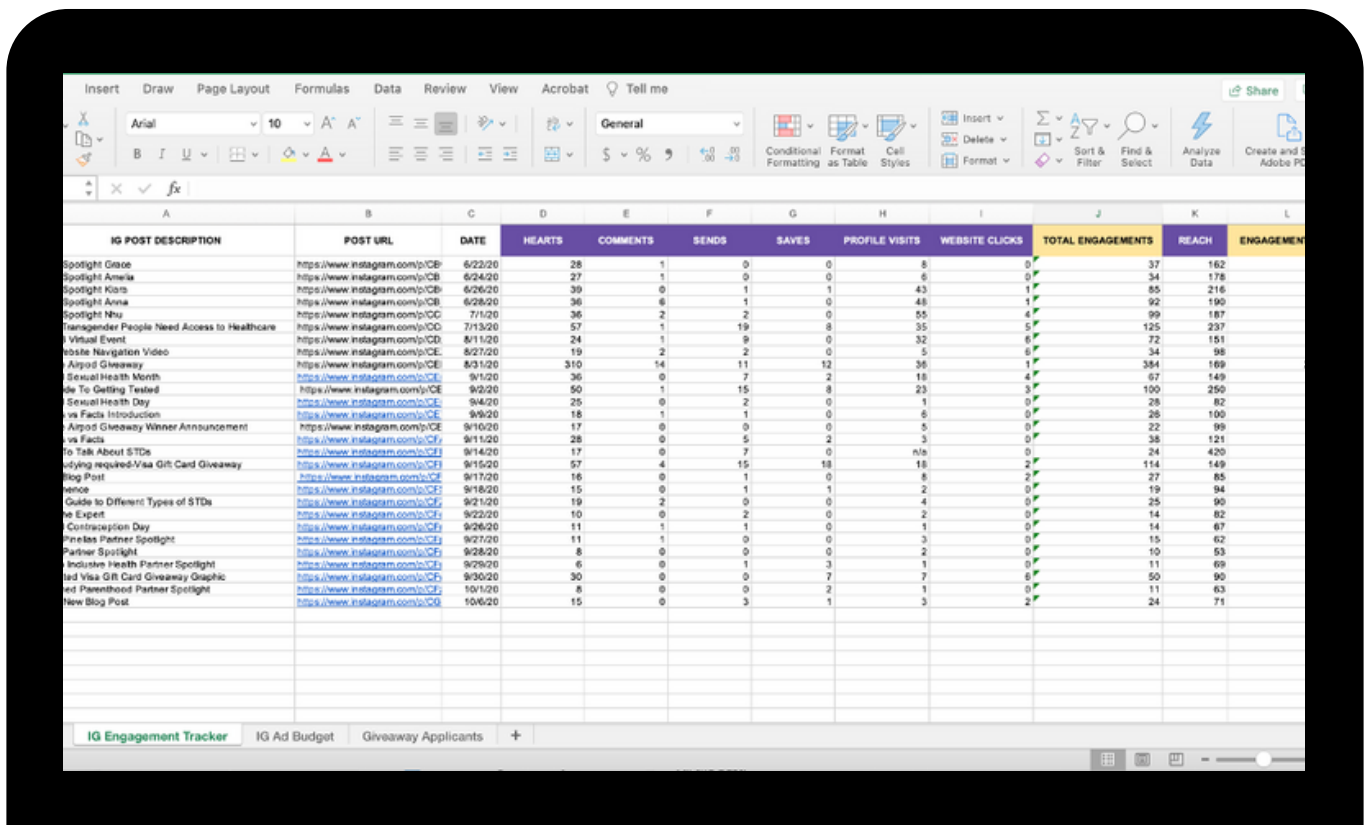
MONDAY: 6AM, 10AM, AND 10PM EST  
TUESDAY: 2AM, 4AM, AND 9AM EST  
WEDNESDAY: 7AM, 8AM, AND 11PM EST  
THURSDAY: 9AM, 12PM, AND 7PM EST  
FRIDAY: 5AM, 1PM, AND 3PM EST  
SATURDAY: 11AM, 7PM, AND 8PM EST  
SUNDAY: 7AM, 8AM, AND 4PM EST

**CREATE AN ACCOUNT IN LATER**

[HERE](#)

# TIPS, RESOURCES & LESSONS LEARNED

## Microsoft Excel for Analysis



The screenshot displays a Microsoft Excel spreadsheet titled "IG Engagement Tracker". The spreadsheet tracks various Instagram posts, including their descriptions, URLs, dates, and engagement metrics such as hearts, comments, sends, saves, profile visits, website clicks, total engagements, and reach. The data is organized into columns and rows, with a total engagement and reach column for each row.

IG POST DESCRIPTION	POST URL	DATE	HEARTS	COMMENTS	SENDS	SAVES	PROFILE VISITS	WEBSITE CLICKS	TOTAL ENGAGEMENTS	REACH	ENGAGEMENT
Spotlight Grace	<a href="https://www.instagram.com/p/CB...">https://www.instagram.com/p/CB...</a>	6/22/20	28	1	0	0	8	0	37	162	
Spotlight Amelia	<a href="https://www.instagram.com/p/CB...">https://www.instagram.com/p/CB...</a>	6/24/20	27	1	0	0	6	0	34	178	
Spotlight Kiana	<a href="https://www.instagram.com/p/CB...">https://www.instagram.com/p/CB...</a>	6/26/20	39	0	1	1	43	1	85	216	
Spotlight Anna	<a href="https://www.instagram.com/p/CB...">https://www.instagram.com/p/CB...</a>	6/28/20	36	6	1	0	48	1	92	190	
Spotlight Nhu	<a href="https://www.instagram.com/p/CC...">https://www.instagram.com/p/CC...</a>	7/1/20	36	2	2	0	55	4	99	187	
Transgender People Need Access to Healthcare	<a href="https://www.instagram.com/p/CC...">https://www.instagram.com/p/CC...</a>	7/13/20	57	1	19	8	35	5	125	237	
Virtual Event	<a href="https://www.instagram.com/p/CC...">https://www.instagram.com/p/CC...</a>	8/11/20	24	1	9	0	32	8	72	151	
Hostile Navigation Video	<a href="https://www.instagram.com/p/CE...">https://www.instagram.com/p/CE...</a>	8/27/20	19	2	2	0	5	8	34	98	
Airpod Giveaway	<a href="https://www.instagram.com/p/CE...">https://www.instagram.com/p/CE...</a>	8/31/20	310	14	11	12	36	1	384	169	
Sexual Health Month	<a href="https://www.instagram.com/p/CE...">https://www.instagram.com/p/CE...</a>	9/1/20	36	0	7	2	18	4	67	149	
Side To Getting Tested	<a href="https://www.instagram.com/p/CE...">https://www.instagram.com/p/CE...</a>	9/2/20	50	1	15	8	23	3	100	250	
Sexual Health Day	<a href="https://www.instagram.com/p/CE...">https://www.instagram.com/p/CE...</a>	9/4/20	25	0	2	0	1	0	28	82	
vs Facts Introduction	<a href="https://www.instagram.com/p/CE...">https://www.instagram.com/p/CE...</a>	9/9/20	18	1	1	0	5	0	26	100	
Airpod Giveaway Winner Announcement	<a href="https://www.instagram.com/p/CE...">https://www.instagram.com/p/CE...</a>	9/10/20	17	0	0	0	5	0	22	99	
vs Facts	<a href="https://www.instagram.com/p/CF...">https://www.instagram.com/p/CF...</a>	9/11/20	28	0	5	2	3	0	38	121	
To Talk About STDs	<a href="https://www.instagram.com/p/CF...">https://www.instagram.com/p/CF...</a>	9/14/20	17	0	7	0	n/a	0	24	420	
Shipping required-Via Gift Card Giveaway	<a href="https://www.instagram.com/p/CF...">https://www.instagram.com/p/CF...</a>	9/15/20	57	4	15	18	18	2	114	149	
Flag Post	<a href="https://www.instagram.com/p/CF...">https://www.instagram.com/p/CF...</a>	9/17/20	16	0	1	0	8	0	27	85	
Penne	<a href="https://www.instagram.com/p/CF...">https://www.instagram.com/p/CF...</a>	9/18/20	15	0	1	1	2	0	19	94	
Guide to Different Types of STDs	<a href="https://www.instagram.com/p/CF...">https://www.instagram.com/p/CF...</a>	9/21/20	19	2	0	0	4	0	25	90	
ve Expert	<a href="https://www.instagram.com/p/CF...">https://www.instagram.com/p/CF...</a>	9/22/20	10	0	2	0	2	0	14	82	
Contraception Day	<a href="https://www.instagram.com/p/CF...">https://www.instagram.com/p/CF...</a>	9/28/20	11	1	1	0	1	0	14	67	
Pringles Partner Spotlight	<a href="https://www.instagram.com/p/CF...">https://www.instagram.com/p/CF...</a>	9/27/20	11	1	0	0	3	0	15	62	
Partner Spotlight	<a href="https://www.instagram.com/p/CF...">https://www.instagram.com/p/CF...</a>	9/28/20	8	0	0	0	2	0	10	53	
Industrie Health Partner Spotlight	<a href="https://www.instagram.com/p/CF...">https://www.instagram.com/p/CF...</a>	9/29/20	6	0	1	3	1	0	11	69	
Bad Via Gift Card Giveaway Graphic	<a href="https://www.instagram.com/p/CG...">https://www.instagram.com/p/CG...</a>	9/30/20	30	0	0	7	7	0	50	90	
ed Parenthood Partner Spotlight	<a href="https://www.instagram.com/p/CF...">https://www.instagram.com/p/CF...</a>	10/1/20	8	0	0	0	2	1	11	63	
New Blog Post	<a href="https://www.instagram.com/p/CG...">https://www.instagram.com/p/CG...</a>	10/6/20	15	0	3	1	3	2	24	71	

$$\text{ENGAGEMENT RATE} = \frac{\text{TOTAL ENGAGEMENTS}}{\text{REACH}}$$

YOU CAN CREATE YOUR OWN  
ENGAGEMENT TRACKER  
USING MICROSOFT EXCEL



# CLOSING

We hope this road map will serve you well on your journey to creating a social marketing campaign for a youth audience by a youth audience.

There are two major takeaways to keep in mind: Empower and Involve.

Effective sexual health content for youth works to alleviate feelings of shame and fear. It leaves the reader feeling empowered to make their own decisions, knowledgeable about the subject matter, and linked to resources facilitating the adoption of healthy behaviors, such as increased condom use, testing for HIV/STDs, or adoption of contraceptives, like birth control. It is important to share information that increases knowledge on the subject matter, and provides resources for youth to exercise the knowledge.

A sexual health campaign for youth is best informed by youth themselves. Allowing young people to assert agency and share their experiences in order to influence their health and future are invaluable to any youth targeted social marketing campaign. Their input and involvement will allow for content that will likely test better among your audience and allow you to reach your campaign goals.

Please visit [TeenConnectTampaBay.org](https://TeenConnectTampaBay.org) for more resources and feel free to contact us to share your feedback!



# REFERENCES

## FEEL FREE TO USE THESE AS RESOURCES!

### Literature

- <https://doi.org/10.1007/s10461-014-0991-9>
- <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4495004/>
- <https://www.tandfonline.com/doi/pdf/10.3402/gha.v9.32193>
- <http://cssc.uscannenberg.org/wp-content/uploads/2016/06/v4art5.pdf>
- <https://www.prb.org/enhancing-youth-advocacy-through-multimedia-campaigns/>
- <https://www.acf.hhs.gov/fysb/news/we-think-twice-campaign-launches>
- [https://www.researchgate.net/publication/308305817\\_Use\\_of\\_social\\_media\\_for\\_sexual\\_health\\_promotion\\_A\\_scoping\\_review](https://www.researchgate.net/publication/308305817_Use_of_social_media_for_sexual_health_promotion_A_scoping_review)
- <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4620570/>

### Toolkits

- <http://www.advocatesforyouth.org/wp-content/uploads/2019/04/Youth-Activist-Toolkit.pdf>
- <https://www.teenconnecttampabay.org/socialmediatoolkit>

### Sexual Health Data

- <http://www.flhealthcharts.com/charts/OtherIndicators/NonVitalSTDDataViewer.aspx?cid=9767>

### Social Marketing

- <https://www.cdc.gov/hiv/effective-interventions/respond/social-marketing/>
- <https://ctb.ku.edu/en/sustain/social-marketing/overview/main>
- <https://opa.hhs.gov/adolescent-health/positive-youth-development/meaningful-youth-engagement>

### Social Media

- <https://www.socialmediaexaminer.com/how-to-build-successful-instagram-ad-campaign-5-dollars-day/>
- <https://extension.umaine.edu/plugged-in/technology-marketing-communications/web/trackable-qr-codes/>

## APPENDIX A

# SOCIAL MEDIA TOOLKIT

The following toolkit was created for the Adolescent and Teen Health Program's Sexual Health Social Media Campaign

September is #WorldSexualHealthMonth, with September 4 marking #WorldSexualHealthDay2020. This makes it a great time to brush up on all the things we can do to be healthy and empowered when it comes to sexual health. This includes making informed sexual health decisions and knowing how and where to access sexual health services within our community.

To help with this, [@teenconnecttampa](#) has teamed up with [@zeropinellas](#) to create this social media toolkit that can be used to share helpful tips and resources for teens and young adults in the Tampa Bay area, with a focus on STD and HIV prevention and testing.

### Ways to Use this Toolkit

- Copy and paste the suggested social media posts, or develop your own customized posts to share out content during World Sexual Health Month.
- Add the #GetTestedTampaBay hashtag to your social media posts, and engage with us via your personal or organizational accounts.
- Follow [@teenconnecttampa](#) and [@zeropinellas](#) on Instagram and share the content directly to your page; be sure to use the #GetTestedTampaBay hashtag!

# APPENDIX A

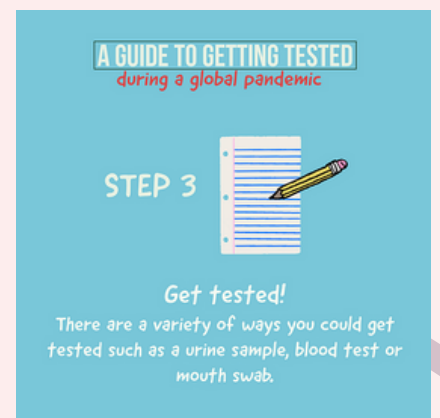
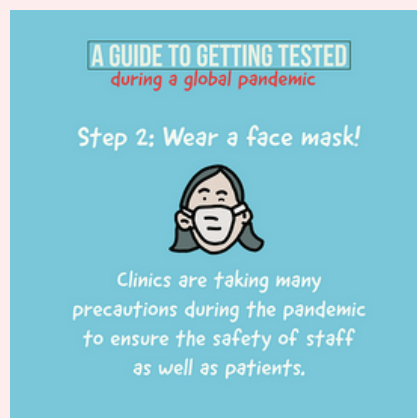
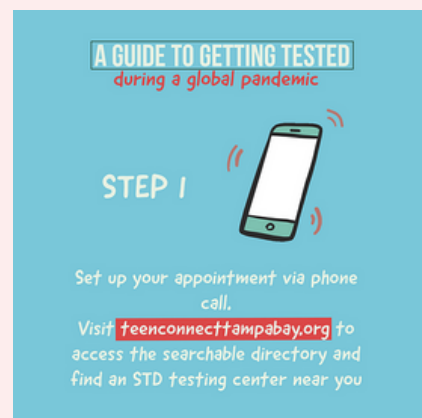
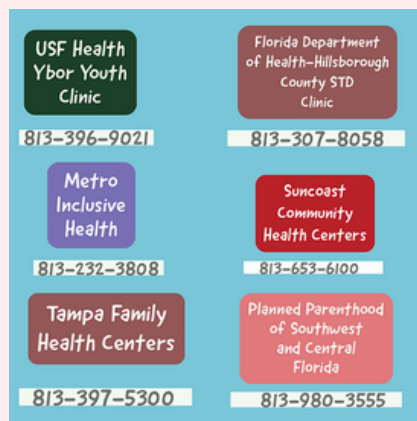
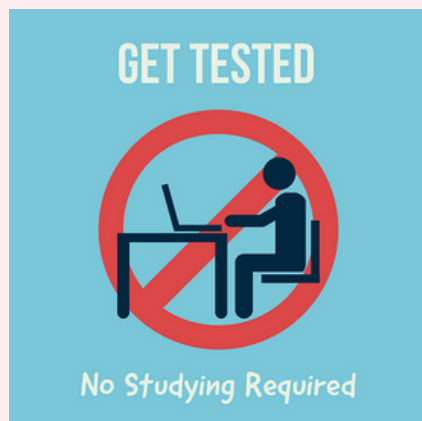
# SOCIAL MEDIA

# TOOLKIT

## Sample Instagram Posts

### STD Prevention and Testing for Teens

These posts were developed for and by teens from the Teen Connect Youth Advisory Board, a group of Hillsborough County high school students that aim to make health services more accessible to teens through an online marketing campaign, sexual health blog, and promoting youth-friendly resources in the Tampa Bay area.

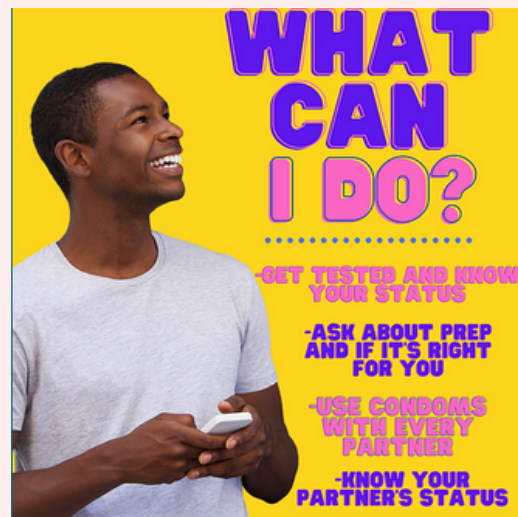


## APPENDIX A

# SOCIAL MEDIA TOOLKIT

### General HIV Prevention and Testing

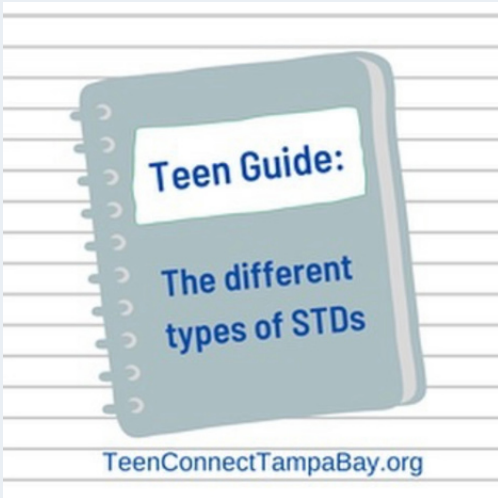
These posts were developed by Zero Pinellas, a collaborative partnership between community organizations serving Pinellas County to combat HIV/AIDS infections through prevention, education, direct care and community engagement. Learn more at [ZeroPinellas.org](http://ZeroPinellas.org).







# APPENDIX B ADDITIONAL CONTENT



## Bacterial

- STDs are curable. Examples include chlamydia, gonorrhea, and syphilis
- If you contract a bacterial STD, it can be treated with prescribed antibiotics

## Viral

- STDs are treatable but not curable. Examples include herpes, HIV/AIDS, HPV, and hepatitis B
- Some viral STDs can be prevented with a shot, such as HPV and hepatitis B
- If you contract a viral STD, it can be treated with prescribed medication

## Parasitic

- STDs are curable. Examples include pubic lice and trichomoniasis
- If you contract a parasitic STD, it can be treated with prescribed medication

## REVIEW

## Zero Pinellas

HIV Testing and Treatment

## Ybor Youth Clinic

Live Ask the Expert Q&A

## Planned Parenthood of Southwest and Central Florida

Virtual Health Center & Open Office Hours

## Metro Inclusive Health


Closing the Gap Program



# APPENDIX B ADDITIONAL CONTENT

## Myths vs Facts

The tea on STD/STI misconceptions



Friends and family all have **opinions** when it comes to sexual health and STD testing/treatment at all ages.

Teen Connect Tampa Bay wants to make sure you know the **facts!**

Stay tuned as we spill the tea on common STD/STI myths all week long.

TeenConnectTampaBay.org  
Sexual Health for Youth and Young Adults

## Myths vs Facts

The tea on STD/STI misconceptions

✗		✓
If I have an STD, I would know!		70% of people who have an STD/STI don't have any symptoms.

TeenConnectTampaBay.org  
Sexual Health for Youth and Young Adults

## Myths vs Facts

The tea on STD/STI misconceptions

✗		✓
I need parental consent to get tested for an STD		STI/ HIV testing & treatment services are confidential and cannot be shared with others directly or indirectly, such as sending a bill for services to a parent or guardian

TeenConnectTampaBay.org  
Sexual Health for Youth and Young Adults

## Myths vs Facts

The tea on STD/STI misconceptions

✗		✓
STD testing is painful!		STD tests are quick, simple, and usually painless. For example, rapid HIV tests can provide results from just a swab inside the mouth in only 20 minutes.


TeenConnectTampaBay.org  
Sexual Health for Youth and Young Adults

## The Choice is Yours

Choosing to not have sex, or abstinence, can be a great decision. Abstinence is the only 100% effective way to avoid unplanned pregnancies and STDs/STIs. Teen Connect Tampa Bay has got you covered with resources to help you make informed decisions.

Visit [teenconnecttampabay.org/abstinence](http://teenconnecttampabay.org/abstinence) to find out if abstinence is the right choice for you

## NO STUDYING REQUIRED, GET TESTED TODAY!



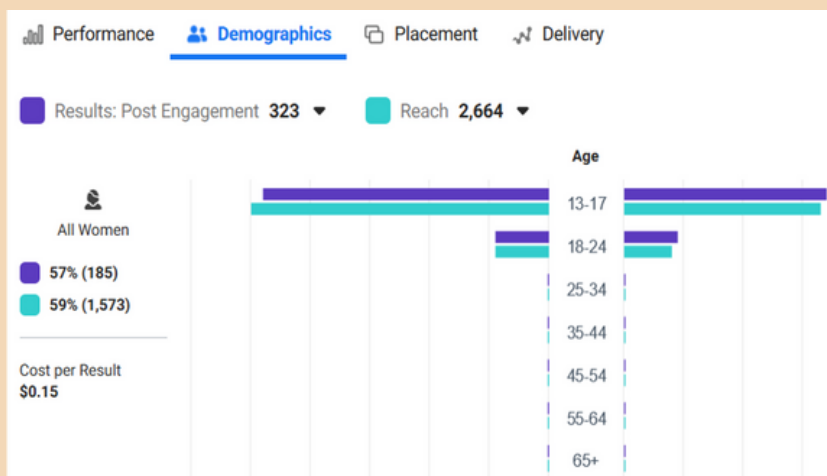
**FIND FREE OR LOW COST CONFIDENTIAL STD TESTING**

VISIT [WWW.TEENCONNECTTAMPABAY.ORG](http://WWW.TEENCONNECTTAMPABAY.ORG) TO USE OUR SEARCHABLE DIRECTORY

## APPENDIX C

# RECRUITMENT & ENGAGEMENT RESOURCES

In order to engage our followers while implementing a sexual health campaign, we explored a few methods such as contests, giveaways, and paid advertisements. Below, you can find a successful example of a giveaway and paid advertisement.



**Preparing for a new school year can be stressful**  
We've got you covered!

Enter Teen Connect's **Apple AirPods** giveaway  
You might just get lucky!

GIVEAWAY

On the left are results from our most successful Instagram ad, an Apple Airpod giveaway post. This was the first promoted post we ran as part of the back-to-school buzz campaign to increase the number of high school students that were engaging with us on IG. In order to be entered into a raffle for a new pair of Apple AirPods, teens had to follow us on IG, like the post, and tag 3 friends.

- We targeted teens 13-19 living in Hillsborough County
  - Education level: High School
  - Interests: High School
- Set-up the ad to run at a max spend of \$5 per day for 10 days
- Results: 323 post engagements (likes, comments, shares); with a reach of 2,664
- Cost per result (or post engagement) \$0.14.



# APPENDIX C

# RECRUITMENT & ENGAGEMENT

## RESOURCES

Further, the YAB utilized traditional media in order to gain interest in the YAB and recruit new members. One example of the use of traditional media is the use of email correspondence. Members of the YAB reached out to guidance counselors at select high schools to share the news that the YAB was expanding. You can find an email template used by the YAB members below.

### Email Template

To Whom it May Concern,

My name is [INSERT STUDENT NAME], I'm a [INSERT SCHOOL YEAR] at [INSERT SCHOOL NAME], and the [INSERT BOARD NAME AND BOARD POSITION]. Currently, we are working on expanding our membership to recruit a diverse group of students across the school district. The Teen Connect YAB is a group of high school students in Hillsborough County Public Schools who work to make health services more accessible to teenagers in the Tampa Bay area. The YAB is a joint effort between the school district and Healthy Start Coalition of Hillsborough County. Joining YAB is a great opportunity for the students at your high school to make an impact in the community while building their resume and gaining community service hours. All of our meetings are virtual which makes it convenient for students from around the county to attend [CUSTOMIZE].

We are looking for students who are interested in raising awareness about important health issues impacting teens by developing youth-led marketing campaigns and providing feedback to healthcare providers and community partners. This semester, the YAB has helped elevate the youth voice by writing blog posts on topics ranging from sexual health, LGBTQ+ and mental health resources, as well as launched an online social media campaign to educate teens on the importance of STD testing and how to access sexual health services [CUSTOMIZE].

Applications to join our board are due [INSERT DEADLINE]. Students can submit an application online at [INSERT URL].

If your school has a place to disseminate this information, whether it is online or brick and mortar, would you kindly post the attached flyers so that students could access it?

If you have any questions or would like additional information about Teen Connect, please contact [INSERT CONTACT INFORMATION].

[SIGNATURE AND ATTACH FILES]

# APPENDIX C

# RECRUITMENT & ENGAGEMENT RESOURCES

Another method for increasing interest in the YAB during our recruitment period was sharing the experiences of our existing YAB members. This was done through a series we called #MotivationMonday.

Each Monday, we shared an image of one of our YAB members with a direct quote sharing why they chose to join the YAB.

The idea behind the series was that in seeing the reasons why current members joined, young people reading the posts would be motivated to apply for a position on the YAB and engage with our content. Further, creating a series such as #MotivationMonday serves as a great social marketing strategy that gives your followers something to look forward to and a catchy phrase to remember.

