Climate Communication Ready

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≋ Introductions ≋

"How you enter a space and how you leave a space is as important as what happens in the space."
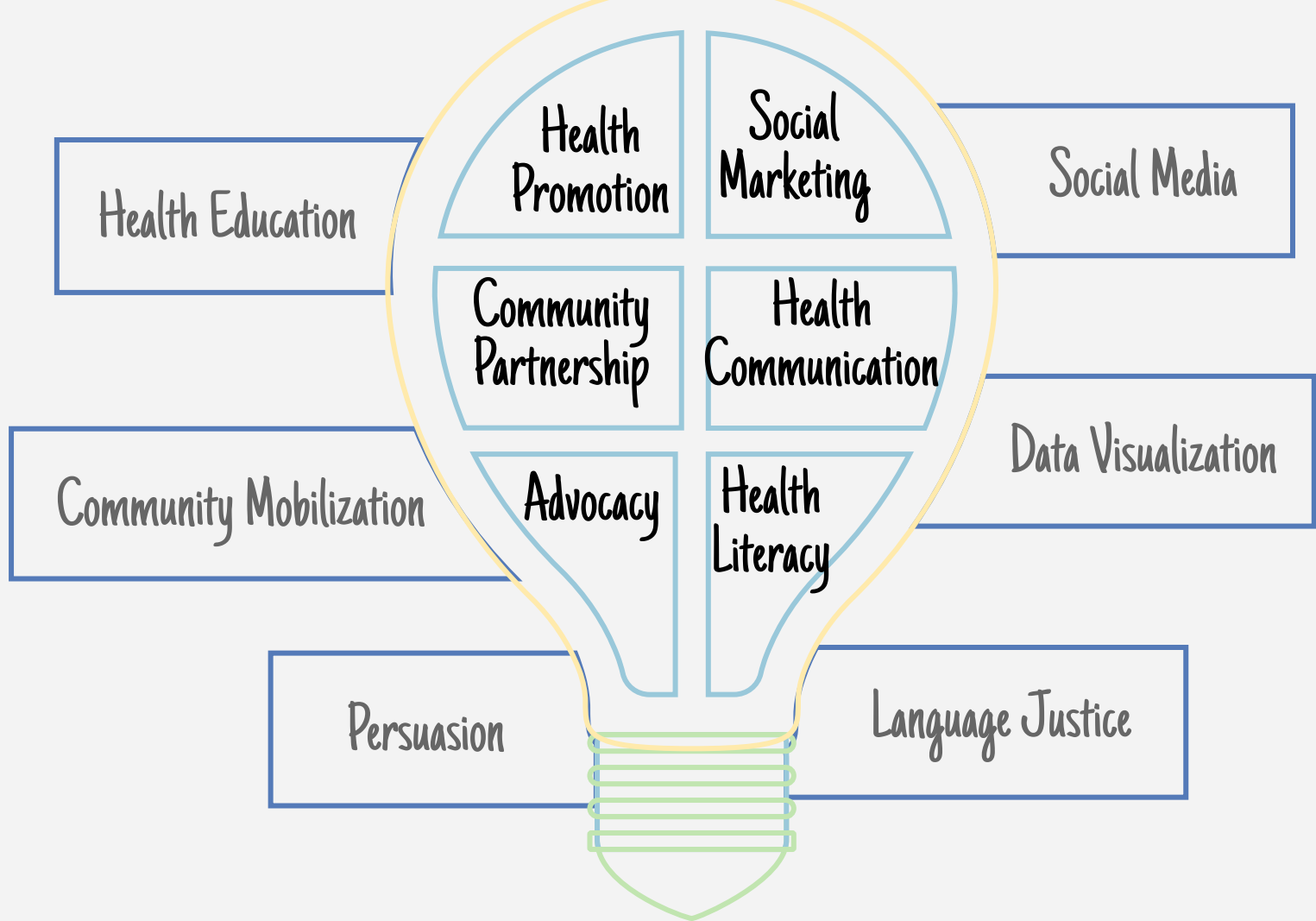— Emily M. Axelrod

Please share in the Chat Box how you are entering this space or how you would like to leave this space.

Learning Objectives

- Define components of health communication and education

- Identify best practices for conducting health education and communication in Indian Country

- Name tools and other resources that Tribal health professionals have used successfully

- Describe strategies for addressing barriers in engaging with community members successfully

Health Education

Community Mobilization

Persuasion

Health Promotion

Social Marketing

Community Partnership

Health Communication

Advocacy

Health Literacy

Social Media

Data Visualization

Language Justice

Road Map

01 **Why?**
The context, needs and assets

02 **Whom?**
Those you are trying to connect with

03 **How?**
The essential principles for making meaningful and effective connections

04 **What?**
The strategies, messages and mediums

01 Why?

Starting with an Assessment

Context

Needs

Assets

What is happening in the community or the Tribe?

What are the needs to be addressed?

What assets are there to honor and cultivate?

Types of Assessments

Community Needs Assessment/Market Research

In support of health communications plan development

Root Cause Analysis

Identify underlying cause(s) of a problem

Local Media Assessment

Current media relationships in a community

Social Media Listening

Observing how people are engaging on social media

Social Network Analysis

Process of investigating social structures

Community Readiness Assessment

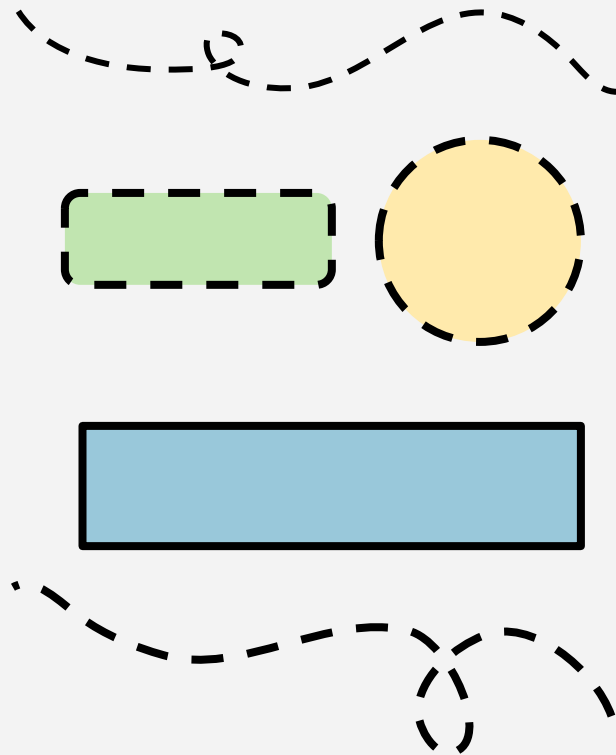How ready the community is to take action to address a particular issue

02

Whom?

Describe Your Audience

- Demographics
- Behavioral Determinants
- Aspirations
- Value of Message
- Competitive Messages
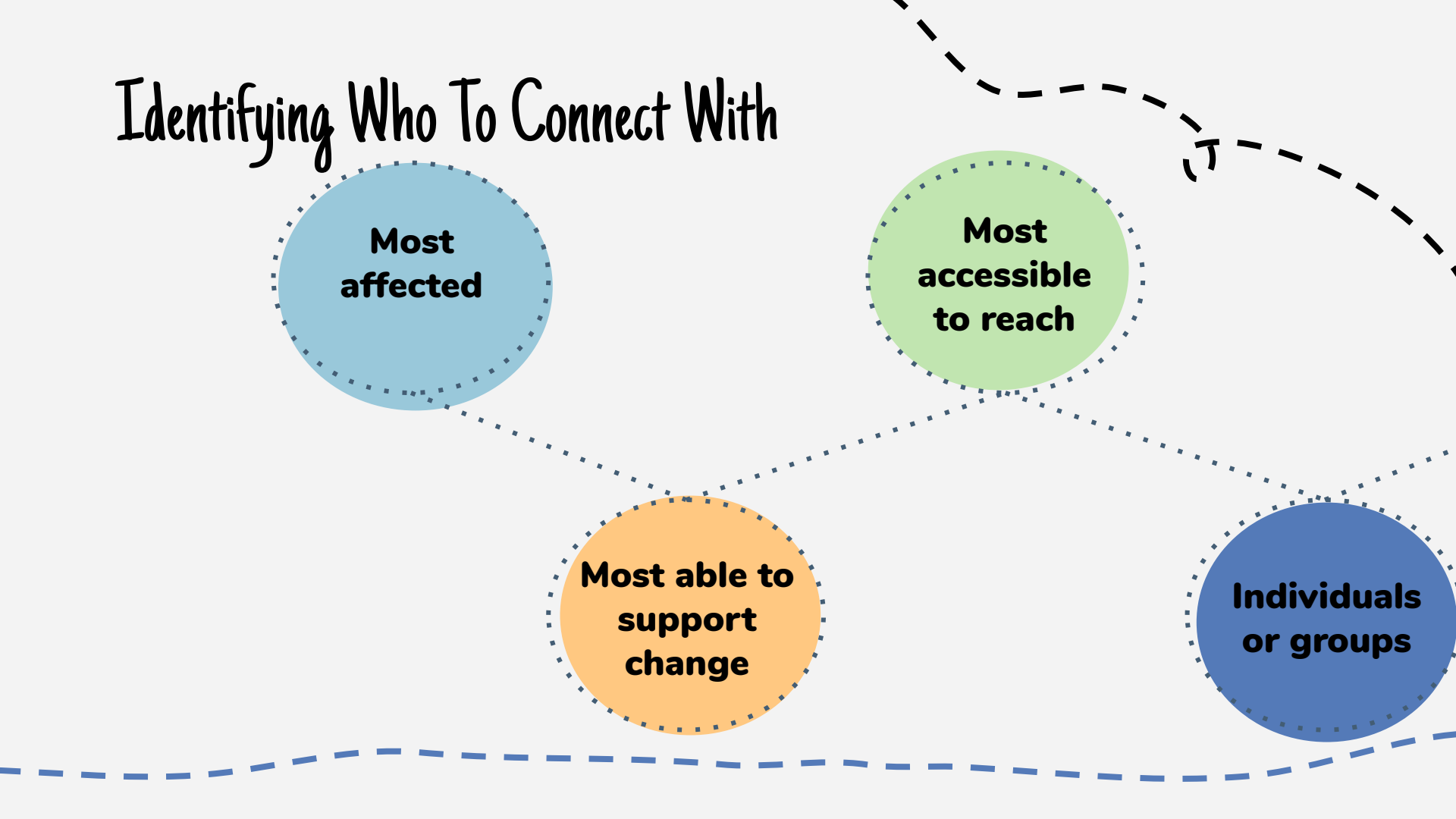- Information Channels
- Level of readiness

Identifying Who To Connect With

Most affected

Most accessible to reach

Most able to support change

Individuals or groups

03

How?

Essential Principles for Effective and Meaningful Connections

Effective	Best Practices	Informed	Branded	Theories
Equity Infused	Culture	Tailored	Traditional Knowledge	Language Justice
Coordinated	Partnerships	Consistent	Social Connections	
Strengths Based	Health Promotion	Social Connections	Words & Images Matter	Motivating
Mobilizing	Call to Action	Capacity Building	Persuasion	Sustainable
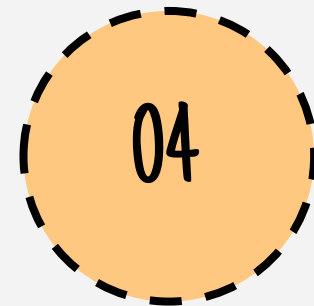
04 What?

Developing Your Game Plan
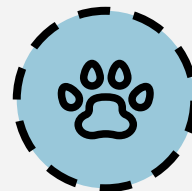
Strategies	Direct	Partnerships	Connectors
Messages	Strengths Based	Call to Action	Risk Communication
Mediums	Digital	Print	Social

Your Strategy

Product

What is your call to action?

Price

What is the price of change?

Place

Where will the new information or behavior be exercised?

Promotion

What are the communication strategies, mediums and messages?

POST: Approach to Strategy

PEOPLE 1   2 OBJECTIVES

POST

TECHNOLOGY 4   3 STRATEGY

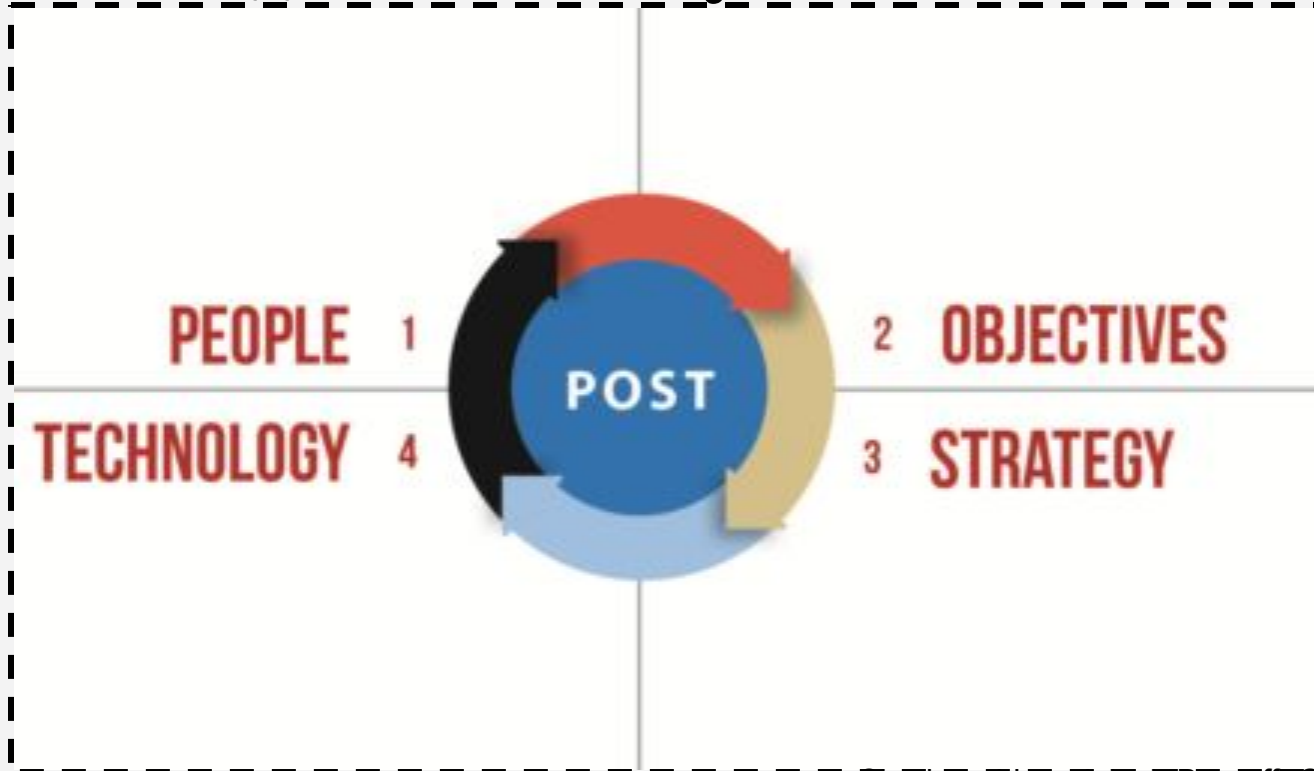Charlene Li, and Josh Bernoff. Groundswell, Expanded and Revised Edition: Winning in a World Transformed by Social Technologies, 2011

SOCIAL MEDIA CHANNELS

Each platform functions differently, and once familiar with advertising, it's important to have an individual strategy for engaging audiences across each.

- Facebook
  - More women on Facebook than men, and most popular platform.
  - Best place to reach the most people at an affordable price and great for lead generation.
  - Very specific targeting.
  - Platform built around connections with friends and is good for healthcare-related topics.

- Twitter
  - Younger audience on Twitter; only 10% of users are 65+.
  - Accessed through a mobile device by 82% of its monthly active users.
  - Targeting is not as specific as Facebook but keywords and look-a-like audiences are crucial.
  - Pretty noisy; use photos, videos, hashtags, influencers, and other tactics to cut through the noise.
  - Platform built around discovering news and opinions and is good for healthcare-related topics.

SOCIAL MEDIA CHANNELS

- Instagram
  - More women on Instagram than men.
  - Opportunity to advertise through Facebook on Instagram.
  - Key platform for younger audiences 18-29, with one of the highest engagement rates of any platform.
  - Take advantage of stories, partnership sponsored opportunities, hashtags, and high-res multimedia.

- General
  - Pinterest remains substantially more popular with women.
  - LinkedIn remains especially popular among college graduates and those in high-income households.
  - Mobile accounts for nearly 80% of time spent on social media networks.

STRATEGY

How will you accomplish this?

- How will you engage your audiences?
- What are your resources?
- What is realistic?
- Who is doing the work?
- How do you make it sustainable?
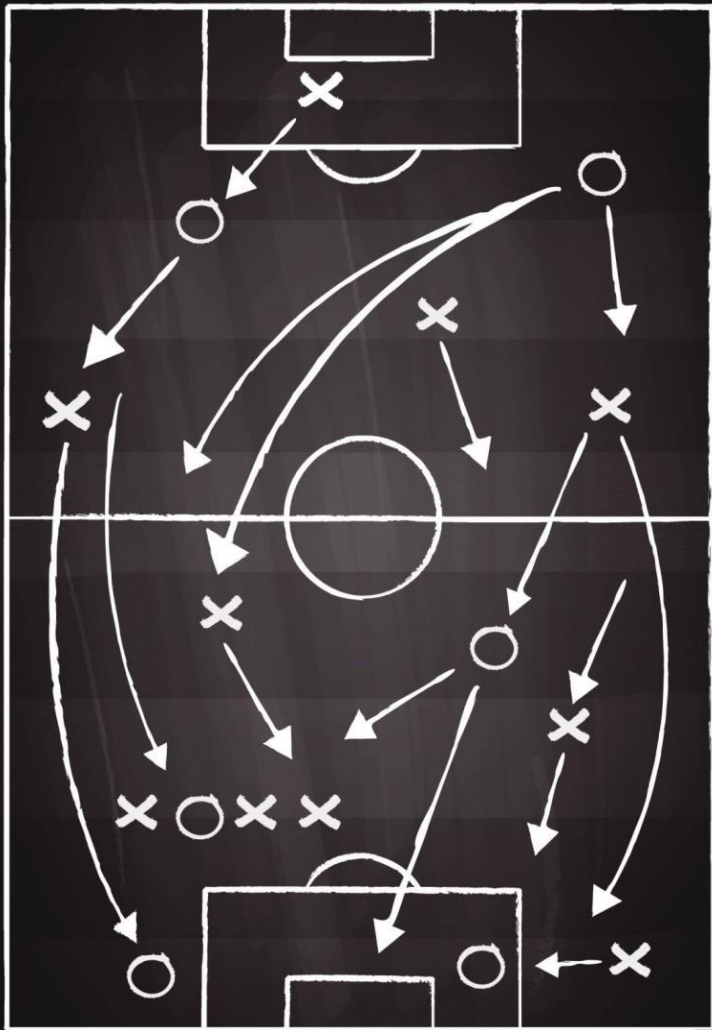
STRATEGY

For example

- Increase brand awareness
  Infographics. Videos.
  (such as your videos!)

- Recruitment for services
  and programs:
  Amplifiers.
  Design sharable content.
  Calls to action.

- Building community:
  Storytelling. Listening.

Research shows that we **process visual information more easily** than text, and it stays with us longer.

Where do greenhouse gas emissions come from?

6.4% BUILDINGS

6.7% FOOD WASTE

9.6% OTHER ENERGY

25% ELECTRICITY & HEAT

14% TRANSPORTATION

17.9% INDUSTRY

20.4% AGRICULTURE & LAND
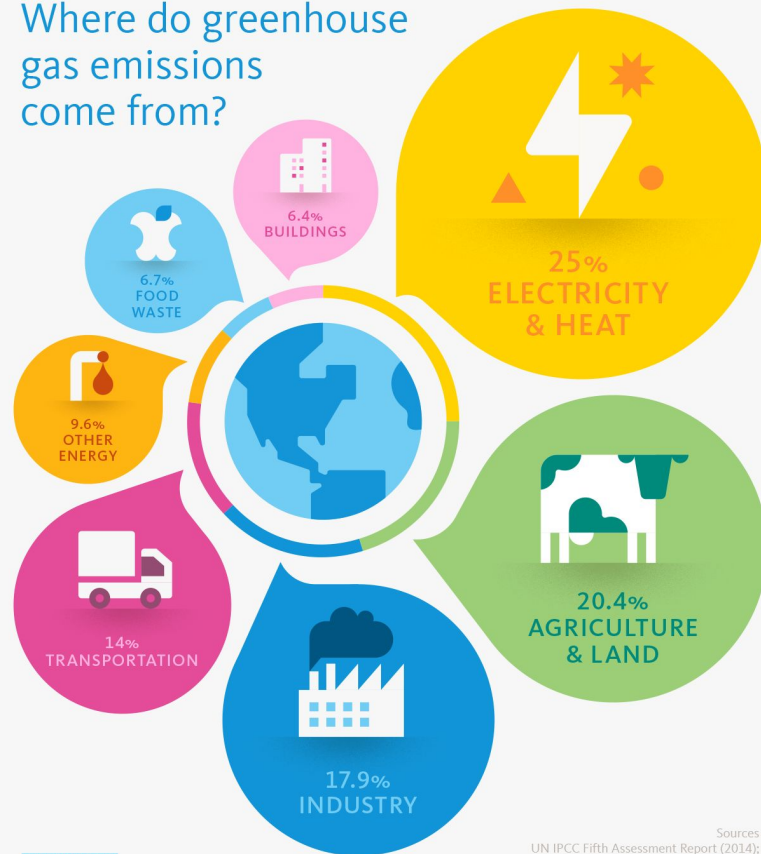
Learn more at climate.universityofcalifornia.edu

Sources
UN IPCC Fifth Assessment Report (2014);
UN FAO Food Wastage Footprint (2013)

Percent of global greenhouse gas emissions.

TECHNOLOGY
The tools

What tools best **support your objectives and *audiences*'** needs? And what is the most appropriate technology to help you tell your story?

TELLING YOUR STORY

One platform at a time

- Different social sites can help us reach and accomplish different objectives, depending on our strategy.
- It takes a team (content, designers, monitor content)
- Today we'll discuss Facebook, Instagram, and Twitter

TECHNOLOGY
For example

- Increase brand awareness// Infographics and Videos
  Facebook. Twitter. Instagram. Live video.

- Recruitment for services and programs // Consider paid ads or amplifiers
  Targeted ads. Canva.

- Building community //Connect, be consistent, listen, provide opportunities to engage
  Instagram and Snapchat stories.

CREATE

What will we create? Think POST.

- What content will you use?

- How often will you post?

- What skills do you have?

- What skills do you need?

TRACKING YOUR PROGRESS THROUGH ANALYTICS

- **Reach**: data metric that determines the potential size of audience any given message could reach.

- **Organic reach**: the total number of unique people who were shown your post through unpaid distribution.

- **Paid reach**: the total number of unique people who were shown your post as a result of ads

TRACKING YOUR PROGRESS THROUGH ANALYTICS

- **Impressions**: the number of times an ad, sponsored update, or post is displayed.

- **Engagement**: acts of talking to, messaging or otherwise interacting with other people on social networks.

- **Hashtag**: used to mark keywords or topics when posting on social media.

TRACKING YOUR PROGRESS THROUGH ANALYTICS

- **Mention**: the act of tagging another user's handle or account name in a social media message. Mentions typically trigger a notification for that user and are a key part of what makes social media "social". When properly formatted (for example, as an @mention on Twitter), a mention also acts as a link, so your audience can click through to the users' bio or profile.
- **Retweet/repost/share**: a tweet/post that is re-shared to the followers of another user's social media account. Retweeting/posting/sharing helps to share news, build relationships with others, and organically promote your post.
- **URL clicks:** when people click on a specific link in a post
- **Conversions:** a positive action that is taken on a website by a visitor from social media.

EXAMPLES

- **Goal:** Increase brand awareness/build followers
  - Number of followers, audience growth rate
- **Goal:** Increase engagement/generate online conversations
  - Measure with impressions, number of followers, number of times it is shared
- **Goal:** Drive people to your website
  - Measure with conversions, URL clicks
- **Goal:** Determine the reach of your posts
  - Divide the reach by your total number of followers and multiply by 100 to get your post reach percentage.

SMART OBJECTIVES

S M A R T

Specific

Measurable

Attainable

Relevant

Time Based

PSA: HAVE A POLICY

Better safe than sorry

- Oversight
- Guidelines
- Identity: brand and voice
- Transparency
- Responsibility
- Judgment and common sense
- Dos and don'ts for personal use
- Check out **socialmedia.policytool.net**

Social Media Policy Primer

cba.jsi.com/elearning/social-media-policy-primer

Source: http://www.idealware.org/reports/nonprofit-social-media-policy-workbook/

Virtual Facilitation Tips

- Prepare participants
- Prepare script
- Provide pre-work
- Conduct rehearsal
- Rules of etiquette
- Healthy practices
- Co-facilitator and back up
- Stay up to date

RESOURCES

Graphics

1. Pexels
2. Pixabay
3. Unsplash
4. Istockphoto*
5. Thinkstock*
6. Burst
7. Stocksnap.io*
8. Gratisography
9. Picography
10. Picjumbo
11. Canva

*not free

Social Media

1. Hootsuite*
2. Sprout Social*
3. Mention*

*Free accounts but maybe limited in functionality.

Resources

- Getting to Know JSI:
  - [JSI Health Communications Portfolio](#)
  - [JSI Climate Change Fact Sheet](#)
  - [JSI Tribal Public Health Work](#)
- Health Promotion/Health Education/Health Communication
  - [International Best Practices in Health Promotion](#)
  - [Rural Health Information Hub Health Education Resources](#)
  - [CDC Media Access Guide for Health Promotion](#)
  - [Making Health Communication Programs Work](#)
  - [CDC Health Communication Basics](#)
  - [Rural Health Information Hub Health Communication](#)
  - [Barriers to Health Promotion and Disease Prevention in Rural Areas](#)

Resources

- Social Media/Marketing
  - [HIV.gov Digital Tools](#)
  - [Social Media Strategy Toolkit](#)
  - [CDC Social Marketing Toolkit](#)
  - [Tips for Developing a Consistent Voice](#)
  - [How to Discover and Create Content](#)
  - [Top Social Media Posts Study](#)
  - [How to Create Engaging Short Videos for Social Media](#)
  - [Social Media Demographics Guide](#)
  - [Social Media Statistics to Fuel Your Strategy](#)
  - [Five Tips for Launching a Social Media Page (Part 1)](#)
  - [Five Tips for Launching a Social Media Page (Part 2)](#)

Resources

- Social Media/Marketing
  - [Social Media Image Size Cheat Sheet](#)
  - [Social Media Policy Planner](#)
  - [Nonprofit Social Media Policy Workbook](#)
- Assessments
  - [Social Network Analysis](#)
  - [CDC Market Research](#)
  - [Root Cause Analysis](#)
  - [Community Mobilization](#)
  - [Community Readiness](#)
- Language
  - [Progressive Language and Style Guide](#)

Resources

- Communicating about Climate Change
  - [Social Media Image Size Cheat Sheet](#)
  - [Tools for Communicating about Climate Change More Effectively](#)
  - [Communicating Climate Change](#)
  - [IPCC Principles for Effective Communication and Public Engagement on Climate Change](#)
- Data Visualization
  - [Bubble Charts](#)
- Evaluation
  - [How to Uncover Audience Insights with Data and Analytics](#)
  - [Social Media Benchmarking](#)
  - [Social Media Metrics That Really Matter—And How to Track Them](#)

Resources

- Indian Country Social Media and Social Marketing Examples
  - [Northwest Portland Area Indian Health Board Social Marketing Campaigns](#)
  - [IHS Media Campaigns](#)
  - [National Indian Health Board Social Marketing Campaigns](#)
- Partnerships
  - [Becoming a Networked Non-Profit](#)

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Thank You!