Inclusive Public Health Communications Workshop Series

CONTENT DEVELOPMENT FOR SOCIAL MEDIA

COVID-19 VACCINE EDUCATION & PROMOTION

public health messaging for intersectional neurodiverse & disability communities

Monday June 6th
3pm EST
Welcome & Introductions
Who We Are & What We Do

Quick Recap of Message Crafting
Understanding your audience & what you need to communicate

Content Development
Nuts & Bolts - Logistics & Practical Considerations

Tips for Social Media Platforms
Meet the Team!

Dr. Emily Hotez
Assistant Professor UCLA
David Geffen School of Medicine

Dr. Neecey Hudson
Hood Medicine Initiative
Chair & Science Director

Asal Bastani
UCLA LEND
Research Assistant
Quick Question

What’s one word that describes social media news posts that have gone “viral” during the pandemic?

https://bit.ly/3wY6h4D
Public Health Communications

- Prevent Disease & Death
- Promote Health & Wellness
- Facilitate Dialogue With Target Patient Populations
Behavioral Change Models

- Behavioral health
- Human psychology
- Social science
- Communication
Who is your audience?

- Self-Identity
- Interpersonal dynamics
- Societal ideologies
- Communal ideologies

- Fears
- Hopes
- Burdens

- Class
- Privilege
- Resources
What do we need to communicate?

- Herd immunity
- Social distancing
- Masks
- CDC guidelines
- Adverse events
- Aid & Services
- Advocacy Resources
- Virus & Vaccine Education
Audience insights
Profile & Empathy mapping
Cultural & community vernacular & linguistic choices
Common Visual Themes

Health Advocacy
Instruct/
advise health behaviors
Social Justice
Articulate Injustice/
inequities; name villains

Infographics
Explain the science/
medical issue
Engagement
Connect, allyship,
"greeting cards"
Content Considerations

Pandemic Communications

- Center Community Concerns
- Craft Messaging Relevant to their barriers & fears
Message Components

Cultural & Community Tailoring
- Vernacular & linguistic choices
- Visual themes
- Cultural touchpoints

Emotional Cues
- Personification of COVID
- Refocus on Virus & Outcomes
- Indirect Suggestion

Answer the Objections in Your Messaging
- Simplify science & health info
- Put risks in context
Conceptual planning

Relate risks to everyday themes

Make it real
Conceptual planning

What visual concepts can simplify complicated science & health facts?

Make it familiar
Tie in barriers with messaging content

- Needle Anxiety
- Health Disparities
- Racial Bias
- Disability Bias
- Vaccine Hesitancy
- Vaccines & Autism
The pandemic has been harder for neurodiverse & disabled communities.

93% of autistic adults suffered negative impacts to mental health & heightened needle phobia.

It's been harder for people with disabilities to access physical therapy & rehab & difficult to maintain in-person support services.
It's not over for us...
"mild" COVID is still COVID

it's a virus... not salsa

who you callin' mild?!

over 2/3 "mild" COVID cases result in long-term symptoms like:

- shortness of breath
- fatigue
- insomnia
- headaches
- aches/pain
- congestion
- brain fog
- taste/smell issues
Practical Aspects

Language

Readability

Accessibility
Choose font that's easy to read & large enough to see clearly!
Check your contrasts
Accessibility

Describe images in alt text

Many platforms have this functionality!
Limit animations & Flashing effects

Be mindful about overstimulating your audience
Plain language

Target lay audience for health & science communications

Reading level - 5th grade

Keep text brief--say it with a picture if you can!
law of 3's

keep it simple

3 words
3 panels
3 bullets
3 graphics
Quick Question

How long do you think user's attention span is on social media?

Quick Answer in Comments!
Content Planners

- Canva
- Content Studio
- Hootsuite
- Monday.com
Plan ahead!

Map yearly campaigns on calendar

Prep content, copy, tags & hashtags

Load content in scheduler
Add in Generic Content to increase engagement

**Basic Promos**
- Who you are
- What you do
- Why you do it

**Greeting Cards**

**Events**
Plan Seasonal Calendar

Holidays

Health Awareness Weeks

Observances
Timing
Schedule articles & unique content throughout the day

- Post funny pieces in the evening
- Check analytics to determine peak usage for your audience
- Limit daily post frequency so posts aren't competing against each other for feed exposure
Age & demographics of your target audience may dictate which platforms you choose.

Find a good balance according to your goals.
social media platforms

- Facebook
  - Social groups user engagement
  - Facebook Live
- Twitter & Twitterspaces
  - Livestream
  - Audio chatrooms
- Instagram
  - Reels/stories
  - Livestream
  - Linktree for link in bio, events, etc
Lifetime Analytics:

- Views: 113
- Clicks: 51
- CTR: 45.13%

My Linktree: https://linktr.ee/hood_medicine

Add New Link

Stairwell Chronicles w/ Jayne Morgan - Clinical Trials Pt. 2
https://www.eventbrite.com/e/stairwell-chronicles-live-clinical-tri...

Sign the Petition to get Dorothy Oliver a Presidential Medal!
social media platforms

TikTok
all the kids are doing it
share relevant ones/make your own
algorithm allows you to really hone in on audience

LinkedIn
Maybe not for target audience, but good to build group profile in field

YouTube
Shorts
Livestreams/Podcasting
Repository for relevant content

Clubhouse
Audio app
Chatrooms (nightmare)
large Black user pool
Hashtags

- Capitalize the first letter of each word
- Research hashtags popular with target audience

#Neurodiversidad  #AbleismExists
#AutisticWhileBlack  #QueerAndDisabled
#AutisticTransPride  #ActuallyAutistic
#InvisibleIllness
Storytelling

Insta Stories & Reels
Tik Tok
YouTube Shorts

- Health Professionals
- Research Experts
- Stakeholders
- Personal Testimonials
- Info Videos
Audio Posts
Combine graphics with audio to present interviews/commentary from experts or stakeholders.

Don't forget accessibility options like closed-captioning.
Share & Share Alike

- Share to your stories
- Repost
- Tag
- Hashtags
I used to spend every day waiting by the bridge for someone to guess my riddles...

I love being an internet troll.

Be open, but stay ready to block.

#AntiAntiVaxx
Find your voice

look, sound, feel

ask question in posts to increase engagement

what's your voice in the audience interaction?
when you protect yourself
you protect your herd
you protect your hood

www.hoodmedicine.org