

Maximizing your media channels (and your time!)

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AGENDA

- 1 Maximizing newsletters
- 2 Maximizing text message blasts
- 3 Maximizing social media channels
- 4 Choosing objectives and metrics
- 5 Putting it all together



1

Maximizing newsletters

LOOK, LENGTH, KEY CONTENT ELEMENTS

- Brief, differentiated sections + white space
- Headings (single thesis, immediately clear)
- Aim for 300-500 words (entire newsletter) + “Learn More” links to longer articles/info.
- Visuals are relatable & interesting to reader
- Be scannable (average read under 1 minute)
- Details matter (alignment, typos, plain font)
- Mobile and laptop both must look good

TIMING FOR E-NEWSLETTERS

- Longer format
- Not an immediate channel

So, use the newsletter to:

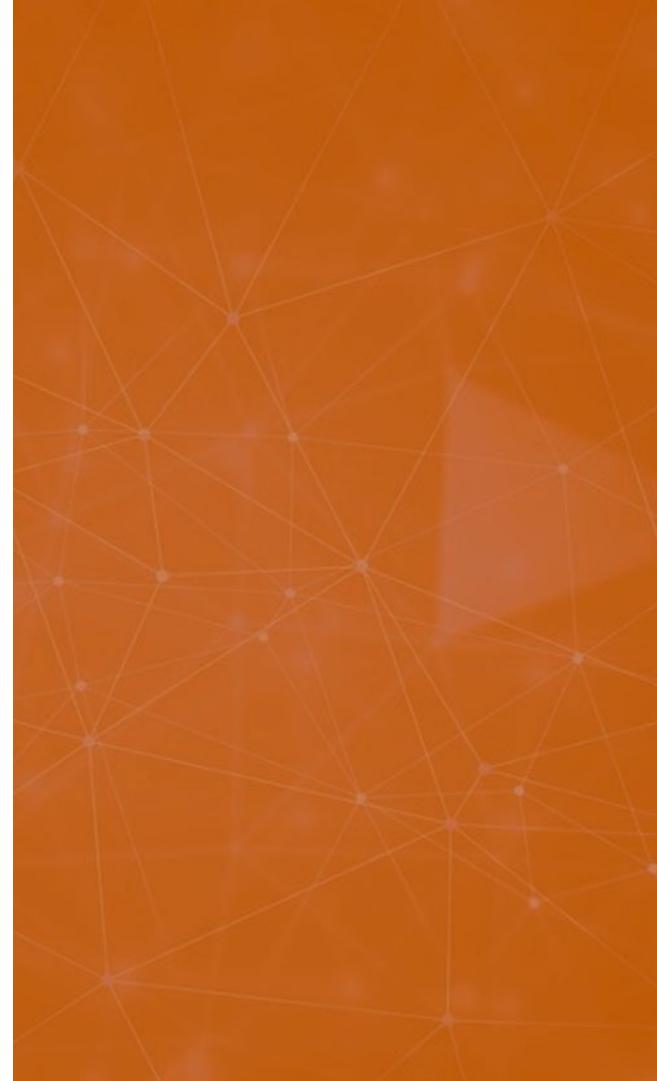
- Build excitement for events
- Educate on health issues in more detail
- Recap successes

Do not use the newsletter for:

- Last-minute reminders
- If you want interaction with the audience

2

Maximizing text message blasts



TEXT MESSAGING IS HIGHLY EFFECTIVE

- Even one text message, especially with good timing, can make the difference!
- More texts can increase success, if its not overdone
- Need information and an immediate call to action for text-messaging
- Prioritize getting essential information across, use links for those that want to learn more.

Who?

What?

Where?

When?

Why? -- Prioritize benefits to the audience member.

TIMING FOR TEXT MESSAGING

Use text-messaging :

- Last-minute reminders
 - “Happening TODAY”
 - “Head over RIGHT NOW”
- Immediate actions to take:
 - “Click here”
 - “Schedule now”
 - “RSVP here”



3

Maximizing social media

A large lecture hall filled with students sitting at desks, facing a front where a presentation is being given. The presentation screen shows various icons related to health communication and leadership. In the foreground, a large white text box contains the following message.

Only use social media platforms that your audience is on.

HOW TO FIND YOUR AUDIENCE

- Most Americans are not on Twitter/X.
- TikTok and Twitter/X are much more national/global, really hard to use for local initiatives.
- Digital ad services can help you finds your audience.
- Check your website traffic. See where visitors come from.
- Survey your current audience and ask how they found you!
- Ask your audience where they want to get updates.

LOOK, LENGTH, KEY CONTENT ELEMENTS

- Visuals are interesting
- Be scannable
- Mobile and laptop both must look good
- Inverted pyramid:

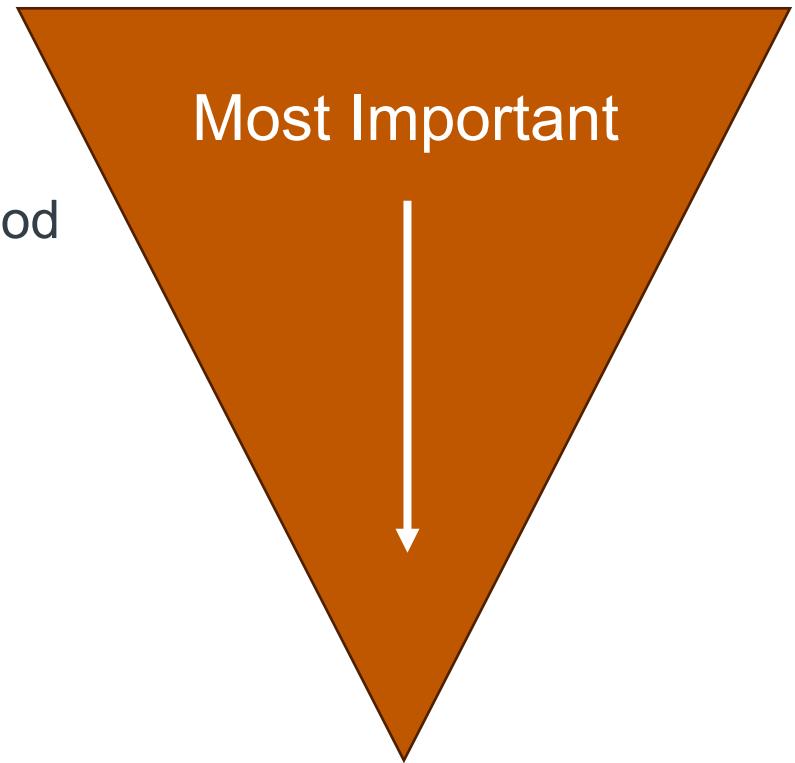
Who?

What?

Where?

When?

Why?



TWO TYPES OF SOCIAL MEDIA POSTS

1. Event-focused content
2. Behavior change:
 - Health
 - Civic engagement

Similarities:

- Short and essential information

Differences:

- Timing

TIMING FOR SOCIAL MEDIA

- Engagement-driven, opposed to chronological, timelines means social media is hard to use for last-minute promotion.
- Events
 - Use to drive interest and RSVPs
 - NOT last-minute reminders or updates
- Persuasion and Behavior Change
 - Consistency
 - Mondays are particularly good for encouraging change
- Repeat essential information in captions and graphics to make posts more searchable.

WHAT ABOUT AWARENESS MONTHS?

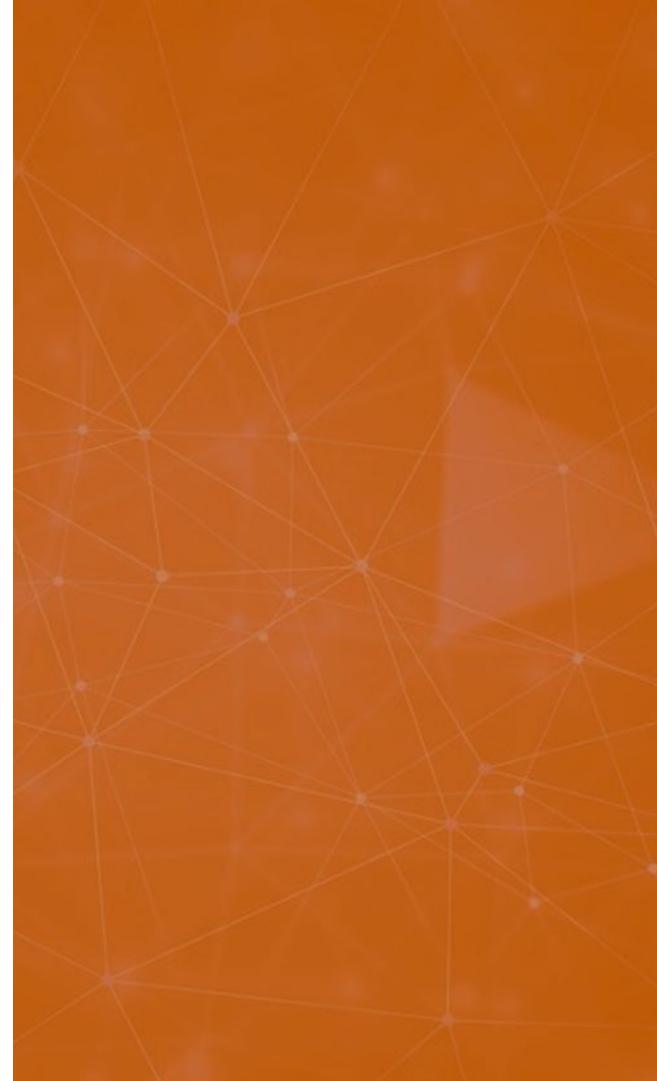
- Awareness months are a great way to take advantage of momentum from a variety of organizations focused on the same thing.
- The popular awareness months put an issue at the top-of-mind for audiences.
- Avoid obscure awareness days/months most of the time. What makes awareness days effective is if other people know about them!
- Awareness months are only one tool. We still need information about breast cancer in the springtime ☺

SUCCESS ON SOCIAL CAN BE MUTUAL

- Sharing content from other organizations with similar goals or similar audiences can increase following and engagement.
- It takes some pressure off generating all your own content.
- Re-sharing with an additional caption in your organization's voice is a strategic way to bridge between two organizations.

4

Determining goals and metrics



EXERCISE: HOW DO WE ENGAGE WITH SOCIAL MEDIA?

There will be different types of posts. Think about the ways you would engage with them if you saw them.

Like or Reaction: Instagram and X have only likes, whereas Facebook offers a variety of reactions, including 'like,' 'love,' 'angry,' 'sad.'

Share/Retweet/Repost: Anytime someone takes a post from another person or organization and post it to their own feed, with or without adding content of their own.

POST A

Pretend an organization you know had a post similar to this. Would you...

- Like it?
- Leave a comment?
- Share to your own page?
- Send to a friend?

 Center for Health Communication - UT Austin

April 25 · 

Happy [#CHCVersary](#) to our Graphic Designer Ellen Shin! Ellen brings exceptional talent and expertise to projects ranging from cancer prevention to engaging and informing men whose partners are expecting a baby.



POST B

Pretend an organization you know had a post similar to this. Would you...

- Click the link?
- Like it?
- Leave a comment?
- Share to your own page?
- Send to a friend?

 Center for Health Communication - UT Austin

May 3 · 

Just a few weeks left to register for [#UTHCLI!](#)

We have a great program planned, including a personalized leadership assessment and [#HealthComm](#) best practices. You won't want to miss this  <https://cvent.utexas.edu/HCLI2024>



HCLI
REGISTRATION
DEADLINE
MAY 14, 2024



POST C

Pretend you saw this post exactly. Would you...

- Click the link?
- Like it?
- Leave a comment?
- Share to your own page?
- Send to a friend?



Center for Health Communication - UT Austin
March 7 · 

...

Rural areas continue to be disproportionately impacted by the #opioid epidemic, with many of these areas experiencing greater opioid-related mortality rates than their urban counterparts. This #ThoughtfulThursday study describes the efforts of two rural communities to develop, implement, and evaluate a series of evidence-based, community opioid education events.

Read the full article  <https://buff.ly/3wLQkCr>

Evidence
Based Health
Communication

DIFFERENT CONTENT WILL GET DIFFERENT ENGAGEMENT

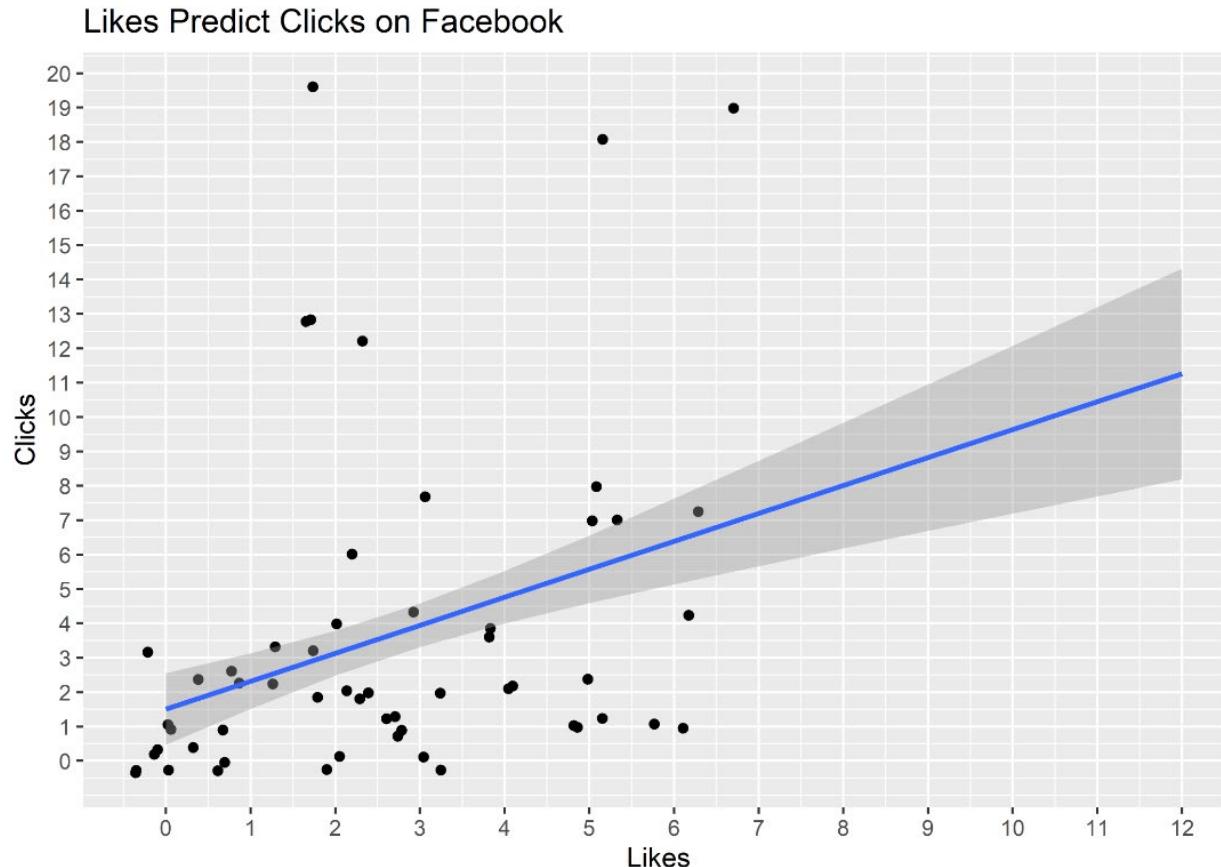
Make sure you're setting fair goals for yourself!

Track all metrics you can, but **prioritize metrics based on content**.

Think about what matters for the goal of the message:

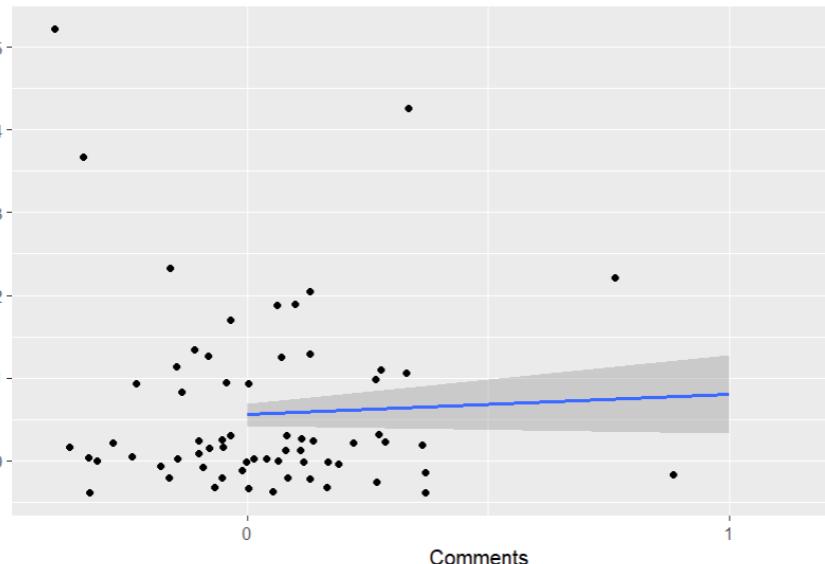
- Likes/Reactions
- Comments
- Shares
- Clicks

LOW LIKES CAN STILL BE HIGH CLICKS

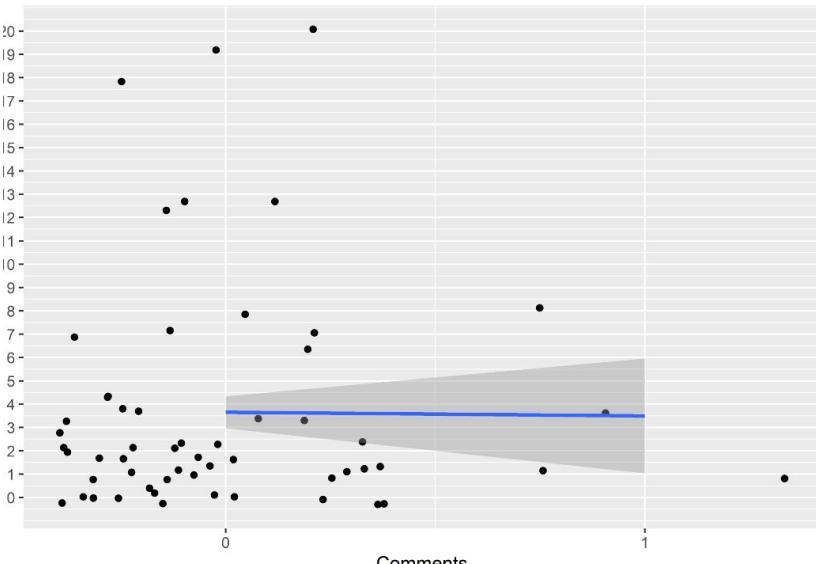


COMMENTS DON'T OFTEN PREDICT CLICKS OR SHARES

Comments DO NOT Predict Shares on Facebook

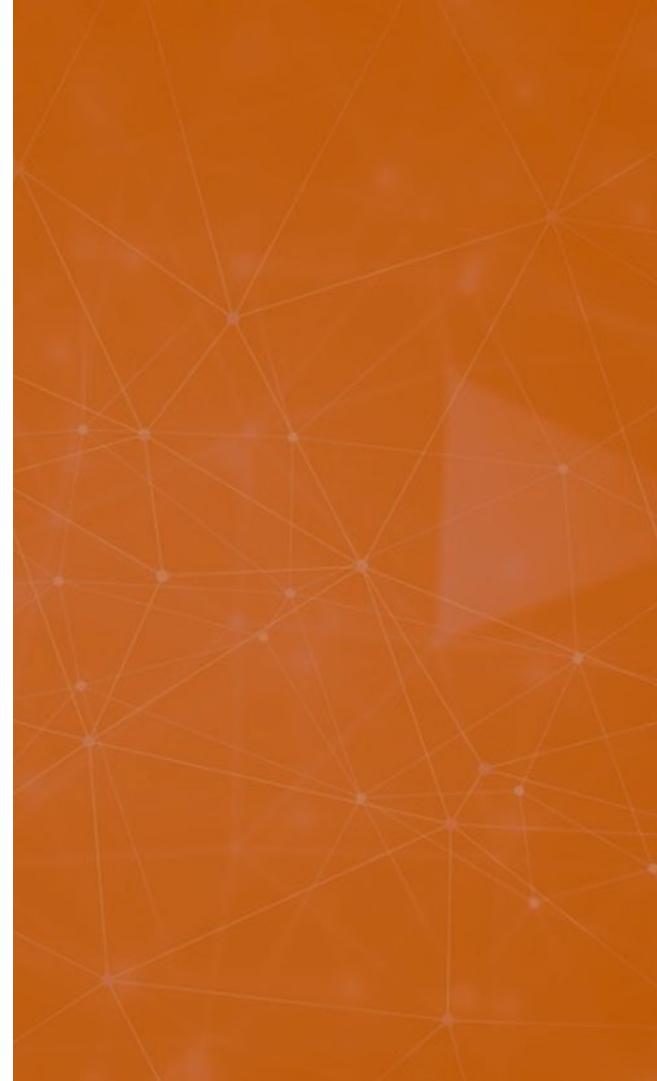


Comments DO NOT Predict Clicks on Facebook



5

Putting it all together



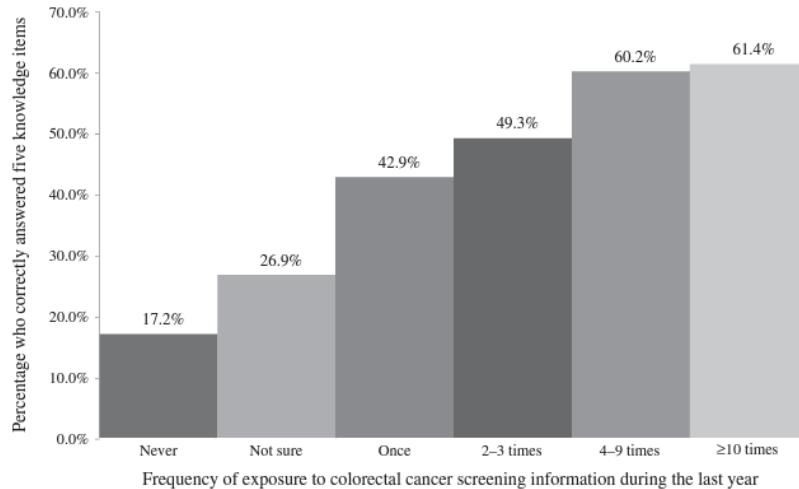
THERE ARE NO MORE ‘TRICKS’

- Engagement-driven timelines, opposed to chronological, change everything about social media strategy.
- Texting promotion is a saturated space now.
- Posting the most frequently used to be the best way to get ahead, **now it's about well-timed, relevant, and high-quality content.**
- Showcase authenticity to get ahead.

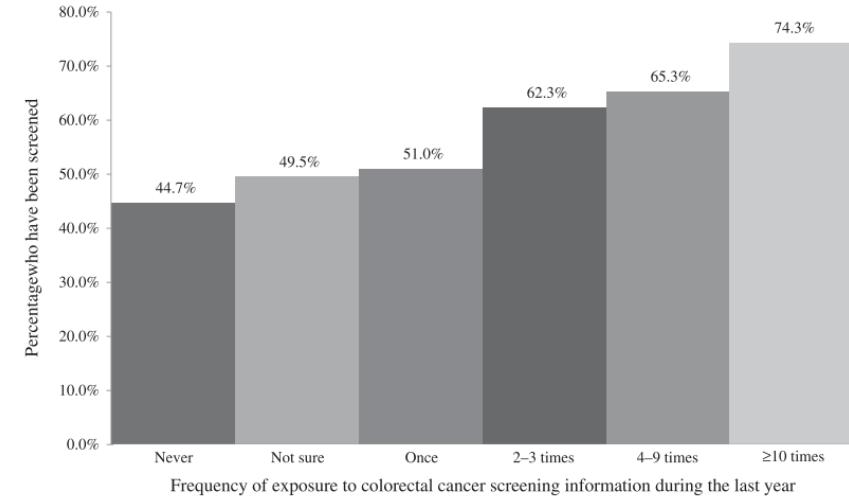
Shorter, high reach campaigns perform better across contexts (Synder & Hamilton, 2002)

- Meta-analysis of behavior change effects of campaigns
- N = 168,362
- 48 campaign effects
- Greater reach showed a greater positive effect size
- Campaign length has a small effect, favoring campaigns shorter than 1 year

Behavior change takes a lot of repeated messaging (Cooper et al., 2014)

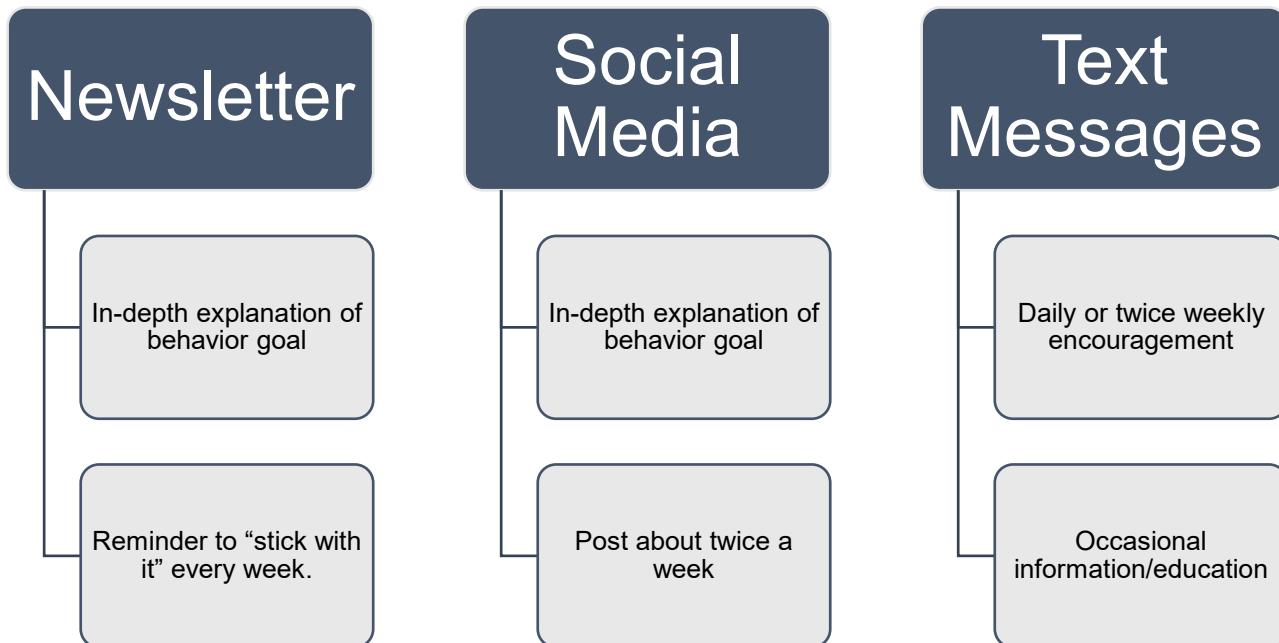


Knowledge

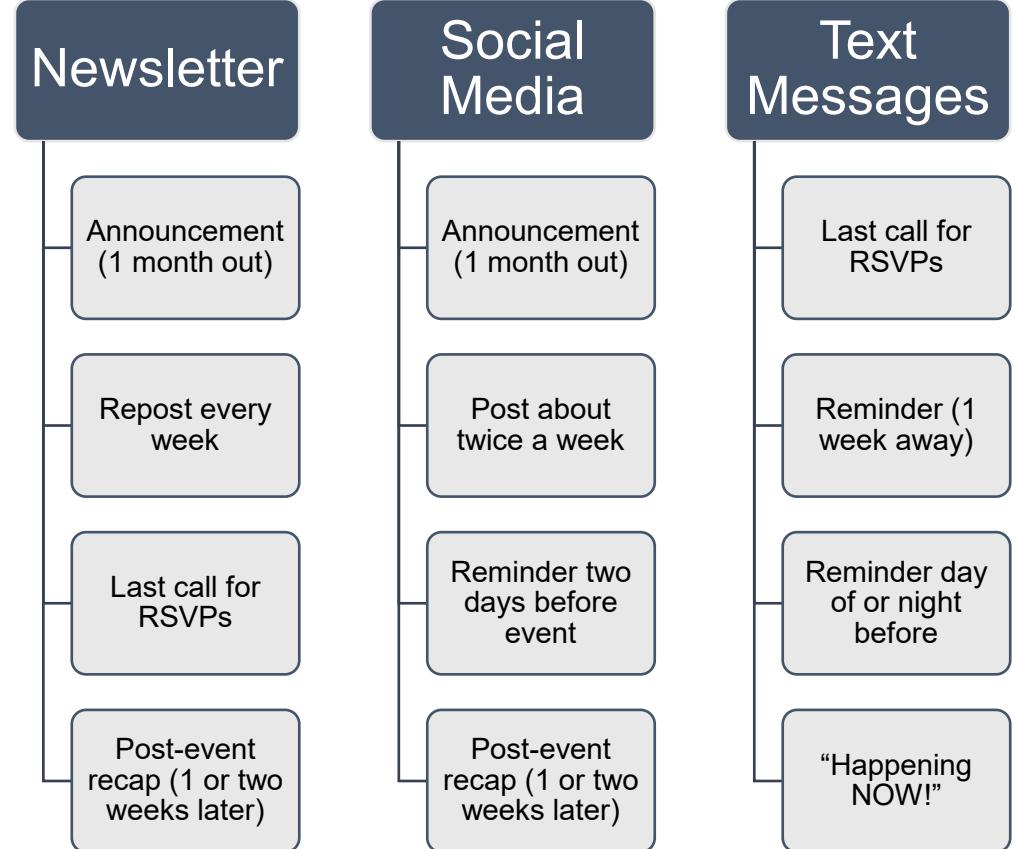


Behavior

Behavior Change Media Strategy



Event Promotion Media Strategy



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