



The University of Texas at Austin
Center for Health Communication
Moody College of Communication & Dell Medical School

Evidence Based Health Communication

Maximizing your media channels (and your time!)

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AGENDA

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Maximizing newsletters

2

Maximizing text message blasts

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Maximizing social media channels

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Choosing objectives and metrics

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Putting it all together

The left side of the slide features a solid orange background with a subtle, light-colored geometric pattern of interconnected lines and dots, resembling a network or a low-poly mesh.

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



**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 find 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:

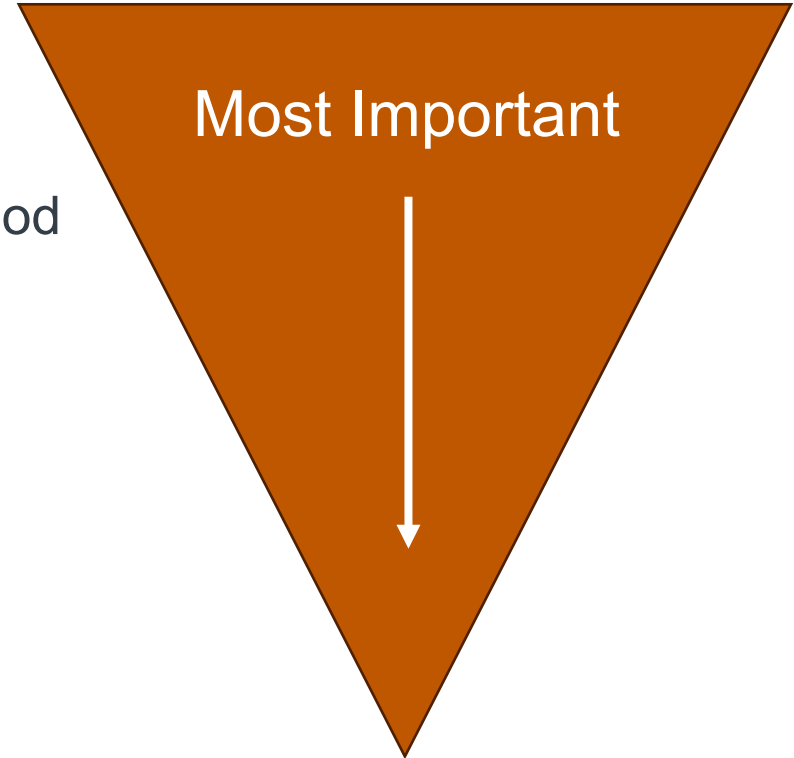
Who?

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?



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?



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

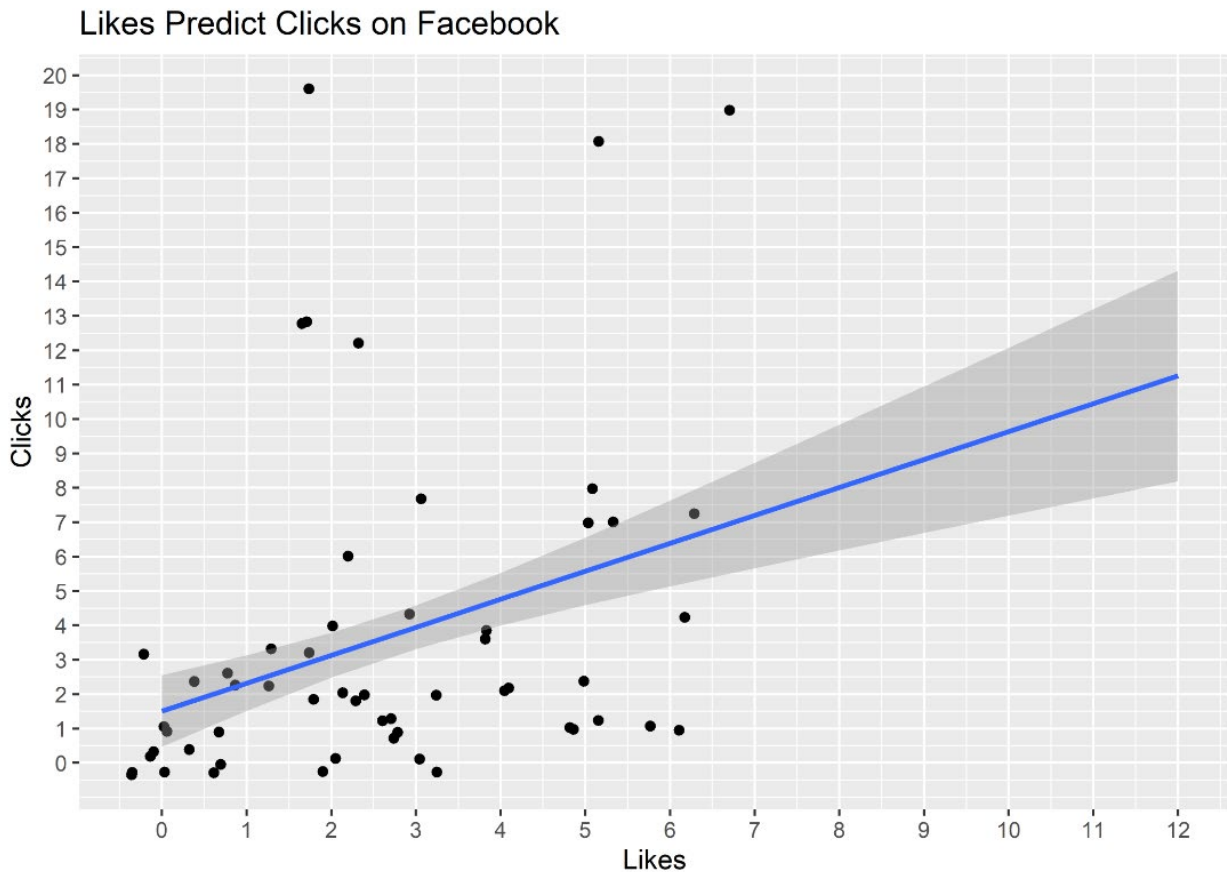
Make sure you're setting fair goals for yourself!

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

Think about what matters for the goal of the message:

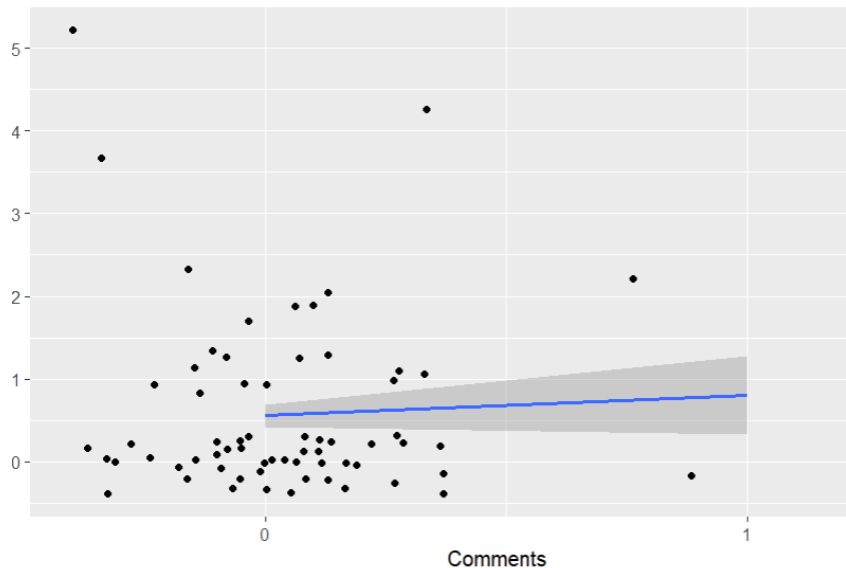
- Likes/Reactions
- Comments
- Shares
- Clicks

LOW LIKES CAN STILL BE HIGH CLICKS

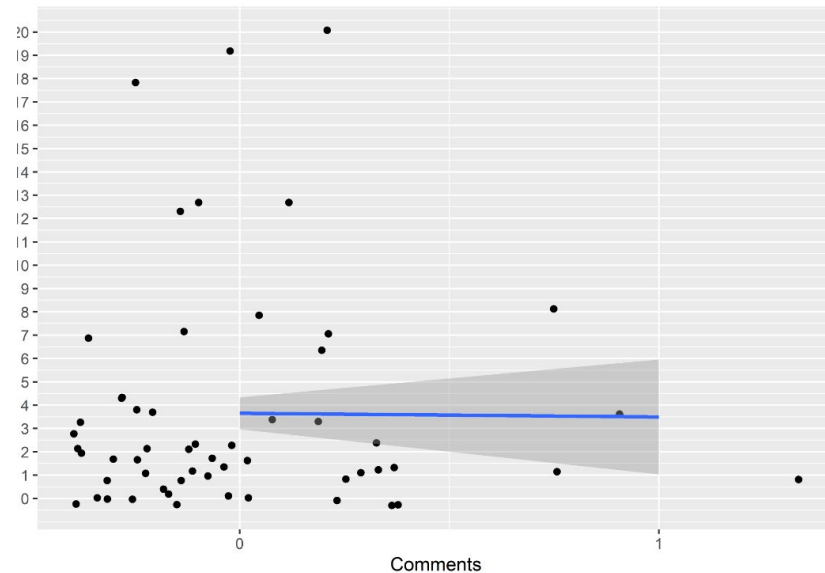


COMMENTS DON'T OFTEN PREDICT CLICKS OR SHARES

Comments DO NOT Predict Shares on Facebook



Comments DO NOT Predict Clicks on Facebook



5

**Putting it all
together**

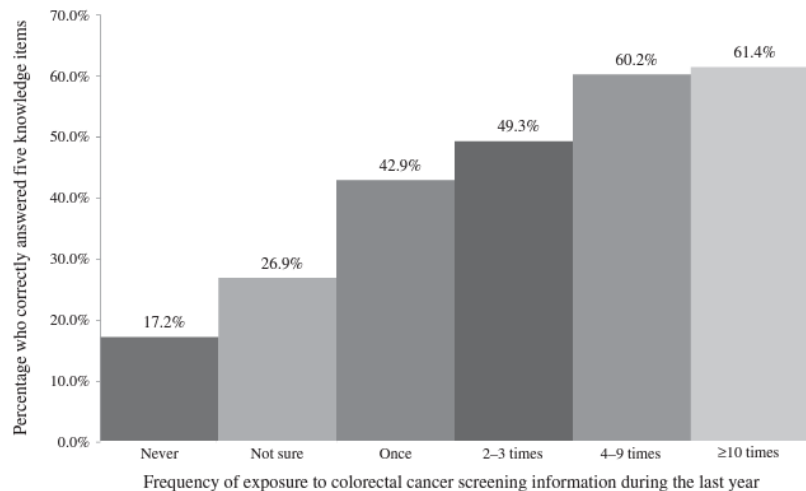
THERE ARE NO MORE 'TRICKS'

- 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.

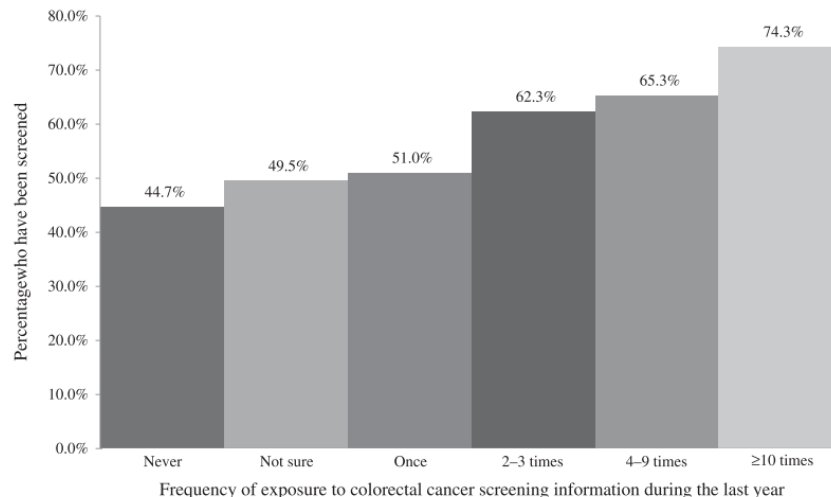
Shorter, high reach campaigns perform better across contexts (Synder & Hamilton, 2002)

- 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)

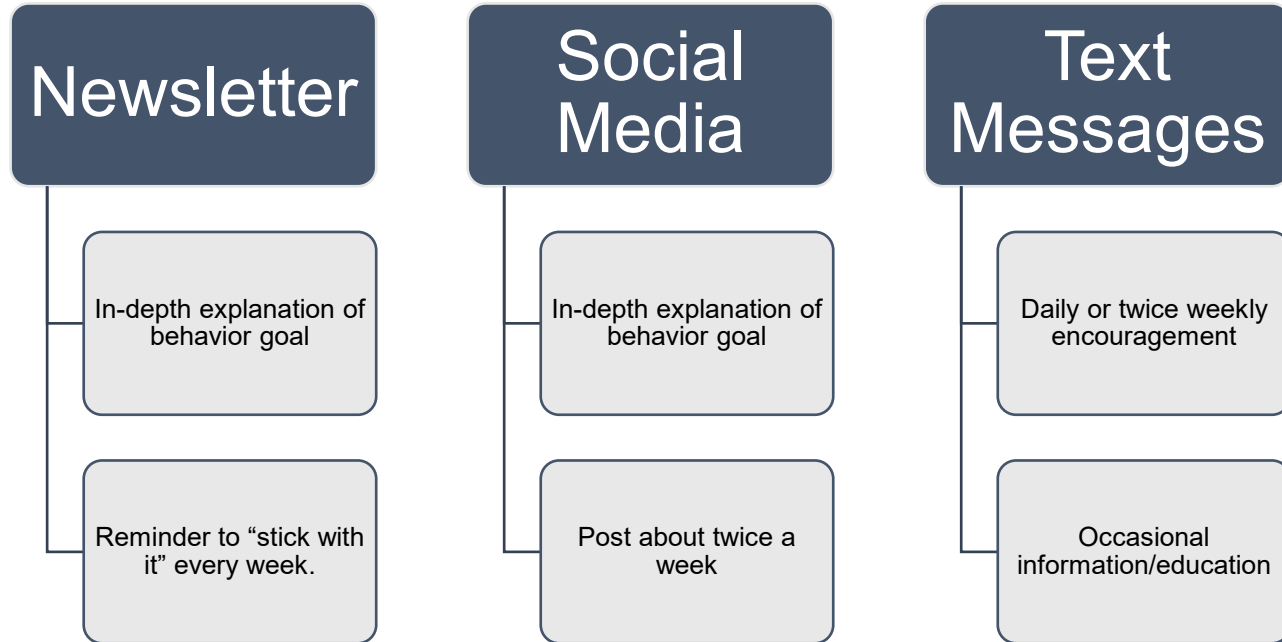


Knowledge



Behavior

Behavior Change Media Strategy



Event Promotion Media Strategy

Newsletter

Announcement
(1 month out)

Repost every
week

Last call for
RSVPs

Post-event
recap (1 or two
weeks later)

Social Media

Announcement
(1 month out)

Post about
twice a week

Reminder two
days before
event

Post-event
recap (1 or two
weeks later)

Text Messages

Last call for
RSVPs

Reminder (1
week away)

Reminder day
of or night
before

"Happening
NOW!"

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