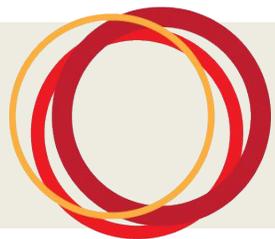


Sustaining Community Engagement: Successful Strategies for Promotion

Learning Series: Part Three

Date: May 7, 2024

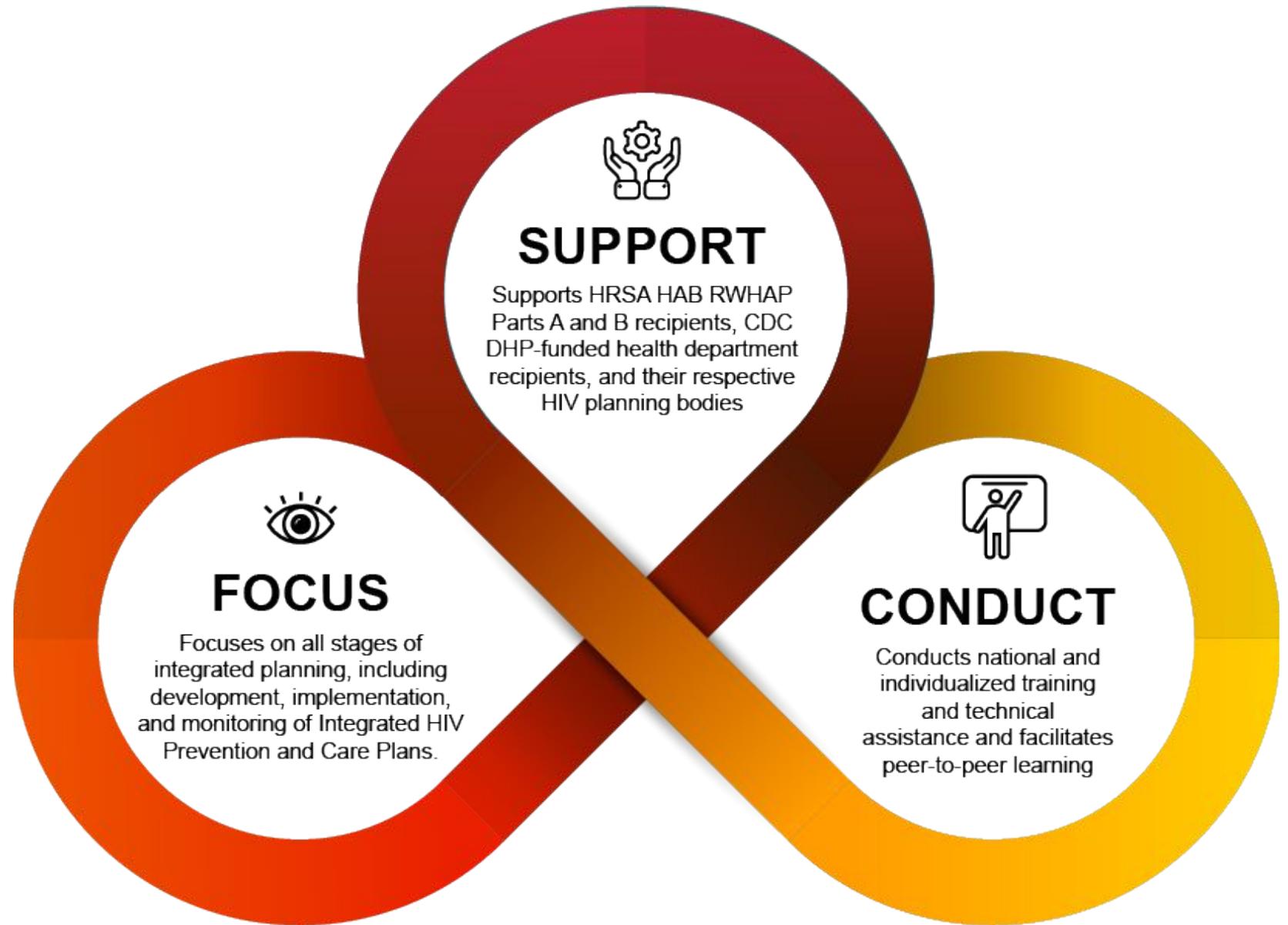
Time: 1:00 PM ET



INTEGRATED HIV/AIDS PLANNING
TECHNICAL ASSISTANCE CENTER



About the Integrated HIV/AIDS Planning Technical Assistance Center - IHAP TAC



Meet Your Facilitators!



Eddie Wiley
IHAP TAC TA Coordinator

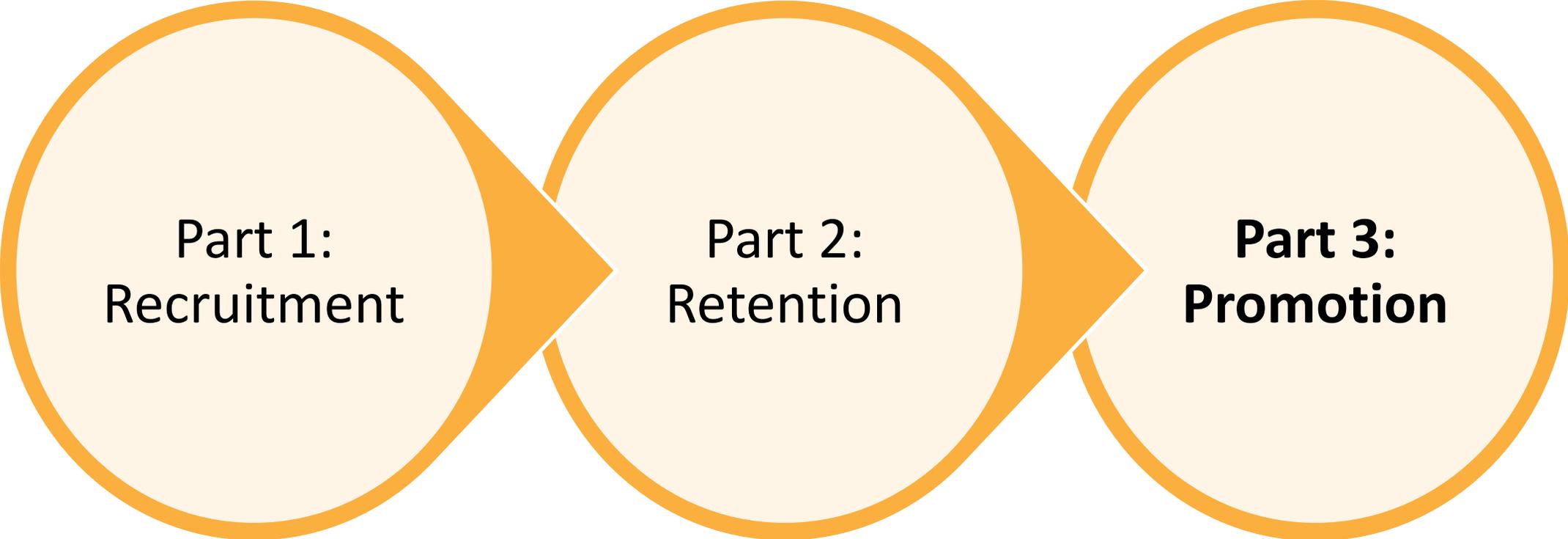


Chanel Richmond
IHAP TAC TA Coordinator

Overview of the Learning Series

- Three-part learning series to facilitate peer-to-peer sharing on recruitment, retention, and sustained community engagement in jurisdictional HIV prevention and care planning bodies
- Each session will have a short presentation and then breakout groups for sharing challenges with recruitment and retention and solutions to address
- Participation in each session is recommended, but sessions will also stand alone and will be recorded

Learning Series Sessions



Part 1:
Recruitment

Part 2:
Retention

Part 3:
Promotion

Part 3 Objectives

Following today's session, participants will be able to:

- Understand the importance of social marketing as related to recruitment
- List the seven (7) Cs of effective communication
- Describe at least three promotion considerations in a recruitment strategy

Session 2 Recap



Orientation vs. Ongoing Training

- **Orientation** means providing new members with basic information about RWHAP and planning council/planning body (PC/PB) structure and what it does
- **Ongoing training** throughout the year ensures that the new member has the knowledge and skills to perform their PC/PB roles

Orientation: Sound Practices

■ Frequency

- If member terms end at the same time, provide orientation at least once a year
- If member terms end at different times, or if there is high turnover, it may be necessary to provide individual or small group orientations a few times per year

■ Structure

- At least a half day and full day if possible
- Be interactive
- Cover both full PC/PB meetings and committee activities
- Include a 90-day roadmap for an individual member

Ongoing Training: Sound Practices and Topics

- Embrace adult learning principles
 - People learn best when:
 - Exposed to the same information multiple times and via different modalities
 - They can apply the information immediately to their roles
- Adult learning strategies in PC/PB training
 - Create multiple versions of the training
 - 20-30 minute sessions to deliver during PC/PB meetings
 - 1-2 hour training sessions to deliver during committee meetings
 - Develop training topics for committee officers
 - Roles and responsibilities
 - Committee operations and how they relate to other committees
 - PC/PB work plan and tools

Setting the Stage



Why Use Social Media for Recruitment?

- People engage differently with social media than traditional media.
 - Social media audiences:
 - Sift through large volumes of information
 - Skim headlines
 - Browse sites quickly to determine where to focus their attention
 - Often consume short-form content (less than 1000 words or 3 minutes)
- Social media provides an opportunity to reach new audiences, leverage trends, and develop innovative content.
 - Develop content in response to audience preferences
 - Structure content aligned with channel formats and limitations

Respond to Audience Benefits, Barriers, and Competition

Based on social marketing concepts, it is important to consider the benefits, barriers, and competition from the audience's perspective to develop compelling recruitment messaging and identify the appropriate channels to promote the messages:

- **Barriers:** reasons your audience cannot (easily) or does not want to participate in your PC/PB
- **Benefits:** reasons your audience might be interested in your PC/PB or what might motivate them to participate
- **Competition:** activities your audience prefers to participate in

Recruitment Messaging & Promotion



Recruitment Strategy: Messaging

- Messaging must be reflective of your audience's barriers, benefits, and competition
- Effective message development involves:
 - Review and input by your audience
 - Use of images that are relevant to your audience
 - Use of plain language

Recruitment Strategy: Promotion

- Who will deliver the messages?
- When will your audience receive recruitment messaging?
 - Timeframe and frequency
- Where will your audience receive recruitment messaging about the PC/PB?
 - Communication channels (e.g., print media, social media, websites, posters, email, texts, radio, posters, etc.)

Promotion with Young People

- Youth-oriented service providers
- Hangout spots
- Local colleges and universities
- Find and engage a champion
- Use language that frames HIV in the context of health and wellness

Planning Body Recruitment Best Practices

- Create a category of at-large members or alternates
- Advertise for membership strategically in relevant, local media outlets
- Conduct community outreach year round
- Recruit through providers and other community partners
- Make applications available online and share them on social media



Resource! For more info on planning body recruitment best practices - see the Compendium of Materials for Planning Council Support Staff www.targetHIV.org/planning-chatt/pcs-compendium

7 Cs of Effective Communication



7 Cs of Effective Communication

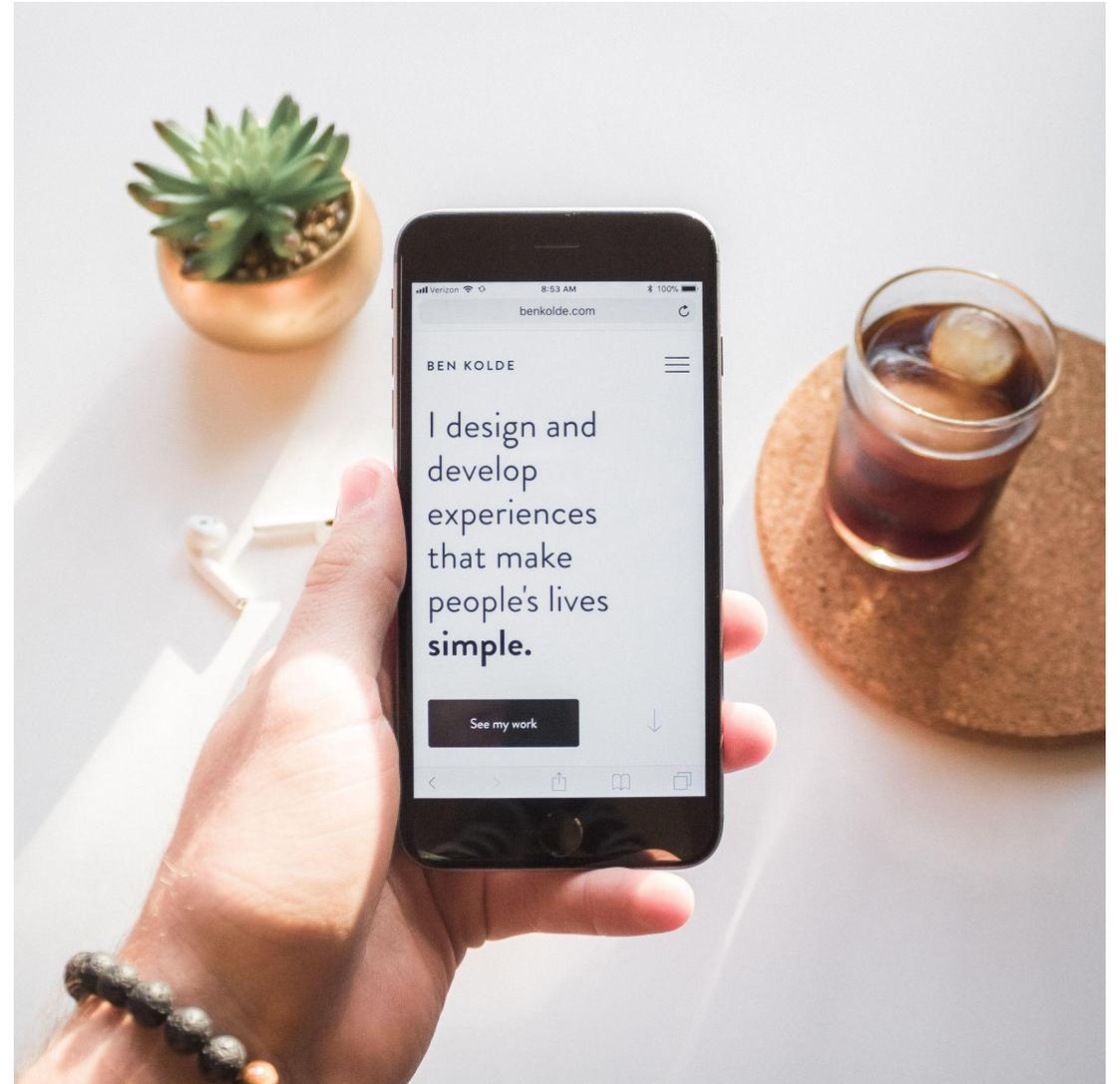
1. Complete
2. Concise
3. Considerate
4. Clarity
5. Concrete
6. Courtesy
7. Correct

Best Practices for Websites



Website Best Practices

- Create a great first impression
- Provide a great user experience
- Powerful copywriting
- Update frequently
- Maintain consistent branding
- Optimize for mobile use



Best Practices for Web Design

- Easy navigation
- Text minimization
- Consistent color scheme
- Adequate “white space”
- Images and visuals matter
- Dynamic content
- Powerful calls to action
- Storytelling



Content: Documentation Not Creation

Type of Post	General Effect = Objective/Purpose
PC/PB meeting announcements	Increase engagement in planning body meetings
Participation opportunities for non-members	Building a pipeline
Awareness days	General awareness raising
HIV related events	Partnership building
Data spotlights	Create urgency for the issue
PC/PB meeting recap from executive committee member	Information sharing and intentional positive branding
PC/PB accomplishments	Intentional positive branding; trust building
Member spotlights	Intentional positive branding; trust building

Navigating Social Media





Scheduling Woes?

- Loomly
- Hootsuite
- Sprout Social
- Later
- Buffer

Any others?



Manage Social Media in Less than 2 Hours Per Week

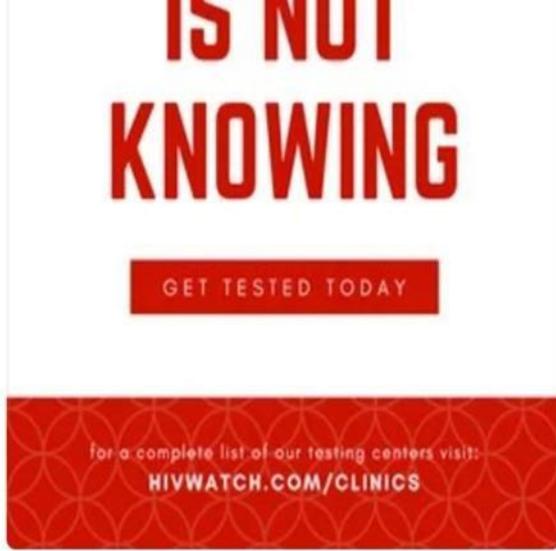
WEEKLY

- Reviewing metrics from previous week (15 minutes)
- Creating content (30 minutes)
- Scheduling content (15 minutes)

DAILY (10 min)

- React and respond to comments
- Engage with follower content (share, comment)

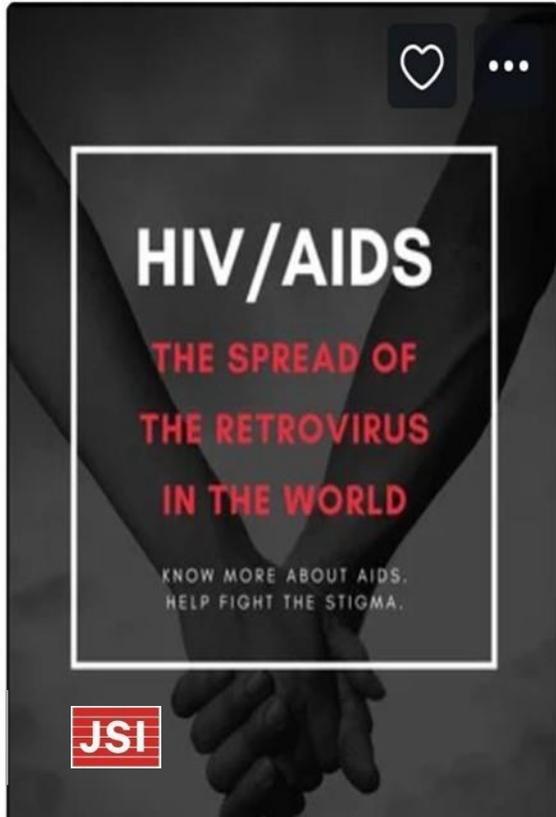




Graphic Design Resources

- Canva
- Pexels
- Unsplash
- PicsArt
- Gratisography
- Picography

Others?



Metrics

- Likes/reactions
- Views
- Link clicks
- Shares/reposts
- Comments



What Can I Do?

Places to Post

- Newsfeed
- Timeline
- Stories
- Spaces
- Reels
- Shorts

Types of Content

- Takeovers
- Behind the scenes
- Member testimonials
- Community events
- Voiceovers
- Partner content

Social Media Do's and Don'ts

Do

- Be warm - we want the audience to feel like they are engaging with a person
- Express friendliness - give the audience a reason to follow you by being conversational
- Be knowledgeable - your content should always be fact-filled
- Invite - invite your audience to engage with you through comments, messages, replies, etc.
- Be clear - give the message in a way that the audience understands

Do NOT

- Be generic - your voice should always be expressive
- Preach a sermon - we can be educational without condemning
- Always ask - audience burn out comes if all of your content asks something of our audience
- Be expected - we want to show our audience we are always staying up-to-date

What to Do if You Can't Promote on Social Media

INTERNALLY

- Prepare graphics for dissemination
- Gather important dates in advance
- Update your site regularly

EXTERNALLY

- Send graphics and blurb to community partners
- Ask members to post to their social media channels
- Inquire about contracting a social media consultant/firm



Breakout Sessions!

You will automatically be assigned to a breakout session.



Breakout/Group Discussion

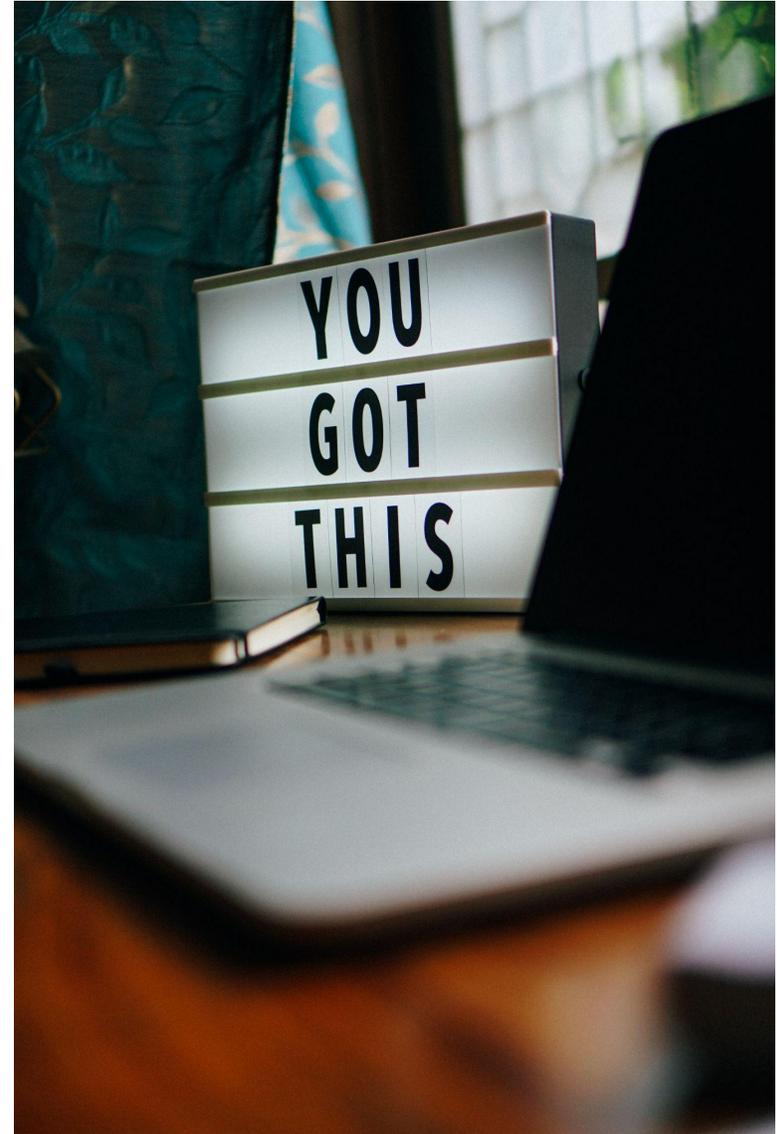
1. What has been your most successful recruitment approach for a specific population? (People with HIV, young people, etc)
2. What messages have resonated most?
3. What promotion channels have been most successful?
 - *ex. Health Fairs, Website, Word of mouth, Instagram, Facebook, etc*
4. For those allowed to use social media for recruitment, what are your successes and challenges?

Putting it All Together



Putting it All Together

- Stay focused
- Stick to a schedule
- Experiment
- Learn
- Ask for help
- Track your performance
- Be encouraged



Thank you for Joining Part Three!

To access the learning series materials and recordings, please visit:

<https://targethiv.org/library/ihap-webinars>



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Thank you!

Contact us at ihaptac@jsi.com!

Obtain more information, join our mailing list, request TA, or share your experiences or resources.

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