Behavioral Health is Essential To Health

Prevention Works

Treatment is Effective

People Recover
Branding and Marketing to Enhance External Collaborations Community of Practice (CoP)

Thursday, June 16, 2016
How to ask a question during the webinar

If you dialed in to this webinar on your phone please use the “raise your hand” button and we will open up your lines for you to ask your question to the group. (left)

If you are listening to this webinar from your computer speakers, please type your questions into the question box and we will address your questions. (right)

SESSION IS BEING RECORDED
Slides for today’s CoP are available on the CIHS website at:

Branding and Marketing to Enhance External Collaborations: Community of Practice (CoP)

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Today’s Agenda

1. Welcome and Introductions
2. Developing Clear and Concise Messages that are Aligned, Relevant, and Motivate Action
3. Using Social Media To Effectively Enhance Your Program's Brand and Marketing Campaign
4. Q&A (15 min)
5. Wrap-up and Next Steps
What Are You “Selling”? Developing Clear and Concise Messages that are Aligned, Relevant, and Motivate Action
Key steps in message development

1. Determining the objectives
2. Selecting the message development team
3. Crafting the messages
4. Testing and validating the messages
Who is your audience? What are you trying to communicate?

- Understanding who your audience is will help in crafting the right message.
- Core messages can likely be used across multiple audiences.

Potential Audiences:
- Providers
- Funders
- Job Seekers
- Senior Management
- Colleagues
- Clients
Who or what is your competition?

While there may not be a specific way to address any competition, maintaining perspective on what messaging may be competing with yours is important.
Selecting the message development team

**Internal partners**
- Staff & Volunteers
- Board members
- Legal

**External partners**
- Clients
- Peers
- Collaborators
- Funders

**Process Check:** Which stakeholders are not at the table?
Drafting strategic messages that capture your story

• Messages should tell a story in the simplest form possible
• Effective messages should contain both the “What” (the information), and the “Why/How/When” (the call to action)
• Develop a hierarchy – some messages can be used globally while others are more specific to a particular audience or situation
Chronic hepatitis C virus (HepC) infection is a leading cause of liver cancer and is associated with serious liver disease and death, if untreated. HepC can be cured with currently available treatment. Most people with HepC have had it for many years or even decades, and have no symptoms. An estimated 75% of people living with HepC do not know they are infected. People at risk for HepC (PLWH, PWID, baby boomers, and others) should be screened and linked to care and treatment.

HepC is deadly, but curable. Even if you don’t have symptoms, you may be infected. We offer HepC testing every Tuesday.

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Ensuring relevance and impact

**Accurate**

Young black MSM ages 18-24 continue to bear the heaviest burden, accounting for more than half of new HIV infections among young MSM.

**Relevant & Impactful**

Young, Black, & MSM? You are at especially high risk for HIV infection.

**Process Check:** Are the messages being designed with flexibility? Can they accommodate changes in the field?
Message Testing

Message testing can help refine language and tone of messages to have optimal impact with the target audience.

Draft messages developed in context

Share messages and solicit feedback (carefully)

Determine how / if to address feedback

Disseminate

Revise and retest if necessary.
Things to NOT to worry about

- **Ensuring alignment with existing materials and/or messages**
  - Avoiding conflicts and inconsistencies is important, but perfect alignment is not necessary (and may not be possible!).

- **Achieving consensus among stakeholders**
  - It is important to understand the issues, but resolving all of them does not need to be a goal.

- **Making every message fit every communications effort to every audience**
  - It can be tempting to do, but usually ends up diluting a message in favor of making it more general.
Message Development Checklist

✓ Identify the key message objectives & approach
  ✓ Who are you trying to reach?
  ✓ What do you want them to do?
  ✓ How will the messages be shared?

✓ Assemble the message development team
  ✓ Need not be large, but should consider organizational dynamics and points of view

✓ Create impactful and relevant messages
  ✓ Start broad and detailed, then trim unnecessary information

✓ Test, validate, revise
Using Social Media To Effectively Enhance Your Program's Brand and Marketing Campaign & Discussion of Branding and Social Media Survey Results
Branding and Social Media Survey Results

• Importance of Social Media
  • Valuable
  • Somewhat valuable

• Top 3 Social Media Platforms
  • Facebook, Website and email platform

• Time spent on website and/or social media
  • Less than an hour

• Measuring Social Media efforts? – No

• Knowledge/Skills hope to gain
  • Outreach, reaching younger audience, services awareness
Selecting Social Media Platforms that Support Your Brand

1. Choose networks that support your brand image
2. Provide valuable and shareable content
3. Leverage influencers
4. Use social campaigns to promote content
Communicating Your Brand Through Your Social Media Platforms

Embrace The Visual

Tools to Help Individuals Locate PrEP Prescribers

More and more, individuals are learning about the potential impact of HIV pre-exposure prophylaxis (PrEP). As awareness grows, so does the number of individuals seeking providers with whom they can discuss this highly effective...
Headline Matters

“Over Half of Youth 13 to 24 Living With HIV Don’t Know It – Get The Facts. Get Tested. Get Involved”
Communicating Your Brand Through Your Social Media Platforms

Customize Your Message for The Platform

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Communicating Your Brand Through Your Social Media Platforms

Share at the Right Time

POST, PIN, & TWEET

The Best Time to Outreach
Communicating Your Brand Through Your Social Media Platforms

Ask Questions To Promote Engagement and Call To Actions
Using Social Media Campaigns to Promote Your Cause

KISSING AND HUGGING
DON’T SPREAD HIV.
IGNORANCE DOES.

This World AIDS Day, the National AIDS Trust is changing the way the world sees HIV. Join us at worldaidsday.org

THINK POSITIVE
#RETHINK HIV

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5 Key Elements that Successful Non-Profit Campaigns Have in Common

1. Relevancy
2. Credibility
3. Call To Action
4. Simplicity
5. Urgency
Questions?
Session #2

Thursday, July 14 1:00 - 2:00 PM ET

https://attendee.gotowebinar.com/register/4272761934312649730
Session #3

Thursday, August 18 1:00 -2:00 PM ET

https://attendee.gotowebinar.com/register/4783048579298380290
Additional Questions

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Additional Comments?
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NEW ONSITE TRAINING AVAILABLE FOR MAI-CoC GRANTEES

- Motivational Interviewing
- SBIRT
- GPRA/TRAC Data for Program Sustainability
- Trauma Informed Care
- Integrated Practice Assessment Tool (IPAT) Consultation and Planning
- Achieving Cultural Competence in Behavioral Health and HIV Service Delivery
- Medication Assisted Treatment 101
- Case to Care Management
- Whole Health Action Management (WHAM)

• Additional Information:

• To request training:
  [https://form.jotform.com/61464941543963](https://form.jotform.com/61464941543963)
For More Information & Resources

Visit [www.integration.samhsa.gov](http://www.integration.samhsa.gov) or e-mail [integration@thenationalcouncil.org](mailto:integration@thenationalcouncil.org)
Thank you for joining us today

Please take a moment to provide your feedback by completing the survey at the end of today’s webinar.