Social Media

Guide for Tribal Home Visiting Programs
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What is the purpose of this Social Media User Guide?

The purpose of this guide is to provide information on the various social media platforms that exist, some basic functions, and things to consider when utilizing social media.

Who is the audience for this document?

This guide is for Tribal MIECHV home visiting program grantees and is applicable to other home visiting programs.

How is the document organized?

The format of the guide is driven by questions most frequently asked. The content of the guide is presented from the perspective of a user with little or no information about social media.

Chapter one, *What is social media?*, begins by describing what types of social media exist and ways to utilize social media in the dissemination of information about your home visiting program.

Chapter two, *Things to Consider*, covers the basic standards, ethical considerations, and terms of use that programs typically consider prior to implementing a social media rollout plan.

Chapter three, *Social Media Overview*, provides examples of select social media platforms and how other agencies and programs are using these platforms for dissemination.

Chapter four, *Is It Working for My Program?*, describes ways a home visiting program can measure their definition of social media success.
1.0 WHAT IS SOCIAL MEDIA?

Social media is defined as the process of people using online tools and platforms to share content and information through conversation and communication.\(^1\) It allows for the creation and exchange of user-generated content and is about conversations, communities, and connecting with the audience.

What types of social media exist?

1. Collaborative projects allow multiple users to generate and contribute to content and a final product. The most popular example is Wikipedia (www.wikipedia.org).

2. Blogs allow a person or group to post content on a web page as a series of submissions by date and time, displayed in reverse chronological order. A variant of a blog is a microblog, which allows people to post short messages. The most popular example of a microblog is Twitter (https://twitter.com).

3. Content communities allow users to share multimedia content. A common feature of these sites allows for comments to be added to a page displaying the content and to share links to the multimedia. Popular sites include YouTube (www.youtube.com), Daily Motion (www.dailymotion.com), Tumblr (www.tumblr.com), Flickr (www.flickr.com), and SlideShare (www.slideshare.net). These sites serve as repositories of information.

4. Social networking sites allow users to connect or network with one another through the use of profile pages. Popular social networking sites include Facebook (www.facebook.com), Google+ (http://plus.google.com), LinkedIn (www.linkedin.com), and Classmates.com (www.classmates.com).

Important Reminder

Be sure to review each site’s Terms of Service and identify who ultimately owns the content you upload. Some sites may state that by uploading the content to their site, you give up any ownership rights. In doing so, the content may now be owned by the site to use as they wish, or considered *public domain*, where the content is no longer subject to copyright and available for public use.

Social Media Purpose

Examples of how your home visiting program can use social media include to:

- promote tribal home visiting program and partnerships
  - (e.g., announce a new partnership or joint program between home visiting and Head Start)
- announce an upcoming family event
  - (e.g., advertise a tribal family activity) recruit families
- publicize upcoming celebrations in your community
- disseminate information about your home visiting program and activities
- share success stories
  - (See Dissemination Tool kit–Success Stories)
- post digitals stories about your program
  - (See Dissemination Tool kit–Digital Stories)
- recruit staff
- post images of well-attended events to advise community of successful activities
- provide periodic updates of home visiting activities using tribal communication media
  - (e.g., a description of a group connection activity)
- use various social media platforms to communicate with families
  - (e.g., use of Twitter as reminder of scheduled home visits)
- send families engagement activities via Twitter
Posting across all social media sites

Examples of content to consider including within social media accounts and posts include:

- tribal home visiting program introduction
  - program name
  - program mission
- digital stories
  - (See Dissemination Tool kit–Digital Stories)
  - create and post brief videos that connect to your mission
- press release announcement about an event
  - (See Dissemination Tool kit–Media)
  - highlight the most important information and share the news
- radio or print article sharing
  - (See Dissemination Tool kit–Media)
  - circulate your media coverage with others
- new partnership or joint program announcement
  - increase visibility and give recognition to your partners

Target social media for specific audiences

Confirm the audience(s) for each of your social media sites. Potential audiences include:

- partners
- families
- media
- tribal leaders
- funders
2.0 THINGS TO CONSIDER

Determine Your Audience

For any dissemination and communication strategy to be effective, it is necessary to identify the target audience, or audiences. The United States Department of Health and Human Services has developed guidance documents for programs to consider when identifying audience segments that programs are targeting:

1. Who is or should be interested in your program?
2. Why should they care about your program?
3. What barriers may exist that prevent you from reaching your target audience segments?

Perhaps the most important consideration is to determine whether the target audience has access to social media outlets and even internet access.

Five Things to Consider Regarding Social Media

1. Respect tribal privacy by asking appropriate channels for social media permission and boundary settings.
2. Create and share social media policy standards with program staff.
3. Incorporate the Health Insurance Portability and Accountability Act of 1996 (HIPAA) to protect client confidentiality.
4. Decide how social media will be managed and who will be responsible.
5. Review your program policies and update them on a regular basis.

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Create a Social Media Strategy

Use the following information to create your social media strategy.

- **Set guidelines**
  - Create a social media guideline that your program adheres to. Sections to consider in this guideline could include:
    - Introduction to the THV social media platforms
      - Identify the purpose of your social media use (e.g., to recruit families or announce an upcoming family event)
      - Describe what platforms your program uses and why
      - Outline the program’s social media goals
      - List the social media managers

- **Write a Social Media Terms of Use**
  - Sample provided in chapter three
  - Establish and outline tone and acceptable language.

- **Choose platforms**
  - Depending on the program’s social media goals, select the platforms that work best for your audience.
    - For example, if your goal is to use social media to recruit families, join social media sites that are most commonly used by this target audience. See the Population section in chapter three for more on social media audiences.

- **Set goals and long-term objectives**
  - As one of the most critical steps in creating a social media strategy, setting social media goals and long-term objectives can help guide all other elements of the social media strategy.
  - Goals should be modest, specific, and continue to be updated and revisited every 3–6 months.

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3 *Brilliant Social Media* (part 1, Chapter 5, Strategy).
• One example of a goal could be to reach twenty-five “likes” on Facebook. This is specific and allows the social media manager to develop a strategy for accomplishing this goal.
• An example of a long-term social media objective could be to use social media referrals to increase family recruitment by 10 percent.

• Develop a content process
  o Describe the program’s best practices for developing content.
    • List acceptable websites
      Ø List acceptable websites for content developers to seek information—e.g., usually partners or affiliates pages, local newspapers, and naming the location of acceptable images to share on social media.
    • Include and prescribe the appropriate language and tone of voice for content across all platforms and posts.
    • Decide where the majority of the content will be obtained.
      For example, is there a person designated to take photos at THV programmatic events? Event photos could serve as excellent social media content. Be sure to get permission to post photos from individual and families.

• Train
  o Ensure that all social media managers and users are trained and comfortable with the social media guidelines that your program has set.
    • Only managers should have passwords and access to social media account management rights.

• Assign responsibilities
  o Assign someone for the following responsibilities:
    • Draft content.
    • Edit and approve content and images.
• Post content and images.
• Monitor content (i.e., replying to feedback and messages, deleting, editing).

- Monitor comments
  ▪ Social media accounts must be regularly monitored and checked by social media managers.
  ▪ Create a Social Media Terms of Use that includes language pertaining to reserving the right to remove inappropriate content. Social Media Terms of Use can be specific or left vague to leave more room for discretion.

- Measure success
  ▪ Revisit your goals and long-term objects and rework your strategy if necessary.

- Allocate resources and budgets
  ▪ Put aside sufficient time for your social media managers to monitor, respond, post, and evaluate social media activities on a regular basis.
  ▪ Often, disseminating social media progress and findings to leadership will help make the case for continued time and resources being allocated to social media.
Example of Social Media Terms of Use

The Social Media Terms of Use should be saved within the program’s social media guidelines. The Terms of Use is a disclaimer for users engaging in the program’s social media accounts.

The purpose of the [insert org name] [social media site name, i.e., Facebook, Twitter, etc.] site is to:

1. promote the [insert program name] program
2. provide a shared space for users to communicate matters of interest and to inform users of [program name] news and events
3. foster a sense of community among users

Intended audiences include prospective and current program participants; the [insert community name] community including families, program staff and other departments; American Indian communities and organizations; and the general public. The social media sites are not intended to be official sources of information for the [insert program name] program. The source of official information is the program’s website at [insert program website address] and the official source of [organization name] information is [org website address].

Comments posted to these pages will be monitored and the administrators reserve the right to remove inappropriate content including, but not limited to:

- individual health information
- language threatening or defaming any person or organization
- references to drugs or alcohol
- obscene language and offensive content
- offensive or discriminatory language toward Indian tribes, ethnic groups, religious groups, gender groups, or sexual orientations
- commercial advertisements or promotions
- trademark or copyright violations
- political campaign activity

Program participants should be aware of the [policies and procedures if applicable]. Violations of the [named policy] that occur on [program name] [site name] site may result in [insert consequences]. Information is subject to the Privacy Rule and Security Rule of the Health Insurance Portability and Accountability Act of 1996, and protected health information will be removed if inadvertently disclosed.
3.0 SOCIAL MEDIA OVERVIEW

Potential Target Audience: 21–24 year olds and 35–44 year olds, families, and professional partners

Types of Information to Disseminate:

- Contact information
- Status or program updates
- Links to videos
- Press releases
- Event details and promotions
- Other uses:
  - Create a (program) fan page
  - Recognize your employees
  - Celebrate program accomplishments
  - Recruit families
  - Share digital stories
  - Publicize upcoming community celebrations
  - Raise awareness of program
This example from the Riverside San Bernardino County Indian Health, Inc. (RSBCIHI) Facebook page shows RSBCIHI promoting their Parent Café event.

**Facebook Best Practices Include:**

- keep content short and simple
- add custom images (tribal logo)
- determine schedule and frequency of posts (daily is best)

To learn how to get started with Facebook, visit: [http://www.gcflearnfree.org/facebook101](http://www.gcflearnfree.org/facebook101)

Twitter
www.twitter.com

**Potential Target Audience:** 18–29 year olds, families, and professional partners

**Types of Information to Disseminate:**

- Contact information in summary
- Program updates
- Links to videos, press releases, or articles
- Event details and promotions
- Reminder of scheduled home visit

- Include:
  - Hashtags (i.e. #Mesa #Arizona #NAFFA)

*Figure 3.4: Native American Fatherhood & Families Association on Twitter*

The Native American Fatherhood & Families Association uses their Twitter to promote events, raise awareness about their program, and discuss issues that matter to their association.
Twitter Continued

In addition, Native American Fatherhood & Families Association communicates their message that "Family is the heart of Native cultures. Fatherhood is Sacred™/Motherhood is Sacred™." By uploading pictures that illustrate this message:

*Figure 3.5: Native Fatherhood & Families Association Tweet*

Twitter Best Practices Include:

- Keep content short and simple (140 characters or less)
- Use hashtags unique to your program or campaign (i.e. above, #familymatters)
- Mention others (@twitterhandle) to encourage others to join the conversation

To learn how to get started with Twitter, visit: https://support.twitter.com/articles/215585-getting-started-with-twitter#

For Twitter best practices, visit: https://media.twitter.com/best-practices?
LinkedIn
www.linkedin.com

Users: 300 million; largest professional networking site.

Potential Target Audience: 25–34 year olds and professional partners

Types of Information to Disseminate:
- Job openings to recruit THV staff and networking opportunities
- Program overview and highlights
- Connections with partners (e.g., announce new partnerships)

Figure 3.6: Kodiak Area Native Association on LinkedIn

Kodiak Area Native Association establishes its social presence on LinkedIn by describing its non-profit standing, mission, and more.

LinkedIn Best Practices Include:
- Include words or phrases that are keyword-rich to appear on Google previews
- Post at least once per week day

To get started using LinkedIn, visit: http://www.wikihow.com/Use-LinkedIn
Users: 1 billion; reaches more adults than cable network

Potential Target Audience: 18–34 year olds, families, professional partners, and funders

Types of Information to Disseminate:

- All public videos (can serve as a repository)
- Program success stories
- Digital stories
- Marketing, contact, and other relevant information

Figure 3.7: Alaska Native Tribal Health Consortium on YouTube

Alaska Native Tribal Health Consortium has a robust YouTube channel that features dozens of quick videos that highlight various subjects pertaining to their mission.
YouTube continued

YouTube Best Practices Include:

- incorporating the tribal home visiting program name within the username
- limiting the description of the YouTube channel mission statement to one paragraph
- using the tribal home visiting program logo as the profile image

For more information on using YouTube, view: https://support.google.com/youtube/answer/3309389 or http://www.howcast.com/guides/589-How-to-Use-YouTube

Google Plus
https://plus.google.com/

**Potential Target Audience:** 28-year-old (majority males), families, and professional partners

**Types of Information to Disseminate:**

- Program updates, links, publications
- Contact information and story
- Links to other social media accounts and main website
- Partners and tribal event promotion
- Direct communication with Google Hangout (e.g., use to communicate with families or THV staff)

*Figure 3.8: St. Joseph’s Indian School on Google Plus*

St. Joseph’s Indian School’s Google Plus account is linked to their YouTube account and provides information on their other websites and promotes their program.
Google Plus continued

Google Plus Best Practices Include:

- Create Google+ circles that match needs (i.e. families, employee, partner circles)
- Upload THV program logo as profile picture
- Engage in dialogue with others by replying to and sharing content

To get started with Google Plus, view: http://www.google.com/+learnmore/getstarted/guide.html and visit: http://www.slideshare.net/hootsuite/google-and-hootsuite-build-your-brand-on-google/?source=G+_blogpost
Social Media Guide 2014

The Smithsonian’s National Museum of the American Indian’s Instagram profile features several very short videos (10 seconds on average) and photos.

Potential Target Audience: 18–29 year olds, families, professional partners, tribal leadership, and funders

Types of Information to Disseminate:

- Program images (e.g., tribal family activities, acknowledge new partners, thank THV staff)
- Program videos (e.g., digital stories)
- Promotional images and event information (e.g., community activity)

*Figure 3.9: Smithsonian’s National Museum of the American Indian*
This photo posted by the museum uses hashtags in the photo description to make this photo appear in Instagram searches. Hashtags help people find items and people that have something in common.4

Adding tags to your photos and descriptions makes your campaign searchable. When tags are used, clouds are created. Clouds are visual depictions of user-generated tags. When a tag is entered, the image associated with that tag is then stored in a repository, or central hub where all photos or comments associated with your tag are kept and made searchable.

**Instagram Best Practices Include:**

- Tell the tribal home visiting program’s story through pictures
- Post consistently (i.e., one photo every day or every two days)
- Encourage users to hashtag photos at events (i.e., #THVCommunityEvent)

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For more information on Instagram, visit: https://help.instagram.com/454502981253053/

For Instagram best practices, visit: http://blog.business.instagram.com/post/29441248656/instagram-best-practices-to-see-more-tips-and
Pinterest
http://www.pinterest.com/

Potential Target Audience: 25–44 years old; 79% females, professional partners, and community members

Types of Information to Disseminate:

- Program name, logo, mission, contact information
- Program photos organized within boards
- Program likes and favorite quotes, ideas, images

**Figure 3.11: ONE Spirit on Pinterest**

ONE Spirit uses their Pinterest to educate others. Their mission is to assist and support American Indians.
Pinterest continued

Pinterest Best Practices Include:

- use branding (logo, name, mission)
- create and organize boards that appeal to specific audiences; since users can select which of your boards to follow, create boards that appeal to different users (i.e., one board can be geared towards announcing events, while another can be centered around employee recognition, or your tribe’s history)
- keep board names to 20 characters or less

For more information on using Pinterest, visit:
http://www.pcmag.com/article2/0%2c2817%2c2418047%2c00.asp
or http://www.wikihow.com/Use-Pinterest

For Pinterest best practices, visit: http://www.lynbelisle.com/pinterest.pdf
Tumblr
https://www.tumblr.com/

Potential Target Audience: 18–29 years old, families, community members, and professional partners

Types of Information to Disseminate:

- Blogs (including reblogging other posts)
- Program branding (logo, mission, contact information)
- Family recruitment
- Employee engagement
- Event promotion and marketing

Figure 3.12: Native American Youth and Family Center (NAYA) on Tumblr

Native American Youth and Family Center (NAYA) in Portland, OR, uses Tumblr to link to their other social media platforms such as YouTube, Twitter, and Facebook, and to blog about current events and campaigns.
Tumblr continued

Tumblr Best Practices Include:

- make announcements including upcoming events
- upload event photos, including event recaps
- post songs, articles, any links of interest

For more information on using Tumblr, visit: http://www.wikihow.com/Use-Tumblr

For Tumblr best practices, visit page ten:
Flickr
https://www.flickr.com/

**Potential Target Audience**: 35 years and above, community members, professional partners, and funders

**Types of Information to Disseminate**:

- Program photos (can be used as a photo repository)
- Create event groups to announce events
- Organize photo albums

*Figure 3.13: National Society for American Indian Elderly on Flickr*

The National Society for American Indian Elderly uses Flickr to show photos of their program and promote events.

**Flickr Best Practices Include**:

- upload photos your audience is interested in seeing
- be thoughtful— if you have 30 photos from an event, consider posting the best five
- use hashtags and geotags (electronic tag that assigns a geographical location to a photograph or video) to create awareness of your program, event, or location.

Learn more about Flickr and visit: [https://www.flickr.com/get_the_most.gne](https://www.flickr.com/get_the_most.gne)

Social Media Policy Overview

Having a solid social media policy and training employees can change behaviors while improving compliance and reducing risk.  

Consider the following steps:

Communicate: Have a clearly documented social media policy. Employees need to know if it’s ok to post the company logo on Facebook or whether they’re authorized to post something online about the company’s downsizing. Check with your tribal council or tribal leaders regarding policies around social media.

Prepare: Train and educate staff on social media policies and use.

Review: Use surveys or Internet/security monitoring to gauge whether the policy is working. Is inappropriate or sensitive client information being posted online? Discourage these practices by providing specific examples.

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4.0 IS IT WORKING FOR MY PROGRAM?

Measuring success
Below are typical metrics for the most widely used social media:

Figure 4.0: Social Media Metrics

<table>
<thead>
<tr>
<th>Social Media Objective</th>
<th>Brand Awareness</th>
<th>Brand Engagement</th>
<th>Word of Mouth</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Microblogging (Twitter)</strong></td>
<td>• number of tweets about the brand</td>
<td>• number of followers</td>
<td>• number of retweets</td>
</tr>
<tr>
<td></td>
<td>• valence of tweets +/-</td>
<td>• number of @replies</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• number of followers</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Social Networks</strong></td>
<td>• number of members/fans</td>
<td>• number of comments</td>
<td>• frequency of appearances in timeline of friends</td>
</tr>
<tr>
<td>(Facebook, LinkedIn, Google+)</td>
<td>• number of installs of applications</td>
<td>• number of active users</td>
<td>• number of posts on wall</td>
</tr>
<tr>
<td></td>
<td>• number of impressions</td>
<td>• number of “likes” on friends’ feeds</td>
<td>• number of reposts/shares</td>
</tr>
<tr>
<td></td>
<td>• number of bookmarks</td>
<td>• number of user-generated items (photos, threads, replies)</td>
<td>• number of responses to friend referral invites</td>
</tr>
<tr>
<td></td>
<td>• number of reviews/ratings and valence +/-</td>
<td>• usage metrics of applications/widgets</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• impressions-to-interactions ratio</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• rate of activity (how often members personalize profiles, bios, links, etc.)</td>
<td></td>
</tr>
<tr>
<td><strong>Video and Photo Sharing</strong></td>
<td>• number of views of video/photo</td>
<td>• number of replies</td>
<td>• number of embeddings</td>
</tr>
<tr>
<td>(YouTube, Instagram, Tumblr)</td>
<td>• valence of video/photo ratings +/-</td>
<td>• number of page views</td>
<td>• number of incoming links</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• number of comments</td>
<td>• number of references in mock-ups or derived work</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• number of subscribers</td>
<td>• number of times republished in other social media and offline</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• number of “likes”</td>
</tr>
</tbody>
</table>

CONCLUSION

As demonstrated throughout this guide, social media is not one size fits all. Weighing the pros and cons to joining social media; developing a social media plan that outlines social media goals, a segmented target audience, content strategies, appointed individuals to assist with the social media strategy; and more, all contribute to implementing social media in a tribal home visiting program. Utilizing social media is another way to disseminate information around your tribal home visiting program.

Other social media articles and resources include:


**Additional Resources**

HIPAA information can be found at

Additional guidance on the HIPAA Privacy Rule and Security Rule can be found on the HHS website at: http://www.hhs.gov/ocr/privacy/hipaa/administrative/