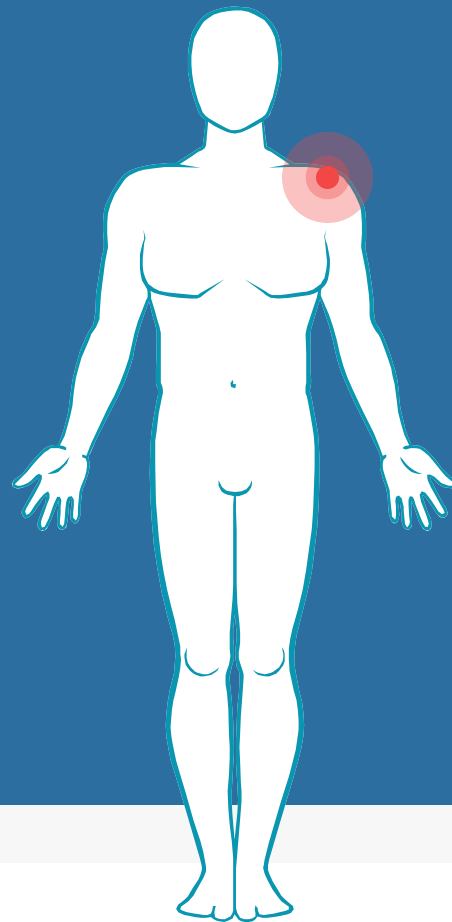


On-Call

101: Lay Community Health Advisors

Unit 4.2. Choosing Your Channels



4.2 CHOOSING YOUR CHANNELS

Content

4.2.1 The most popular channels

4.2.2 Social media channel characteristics

4.2.3 Communication

AFTER COMPLETING THIS LEARNING UNIT, YOU WILL HAVE GAINED THE FOLLOWING

KNOWLEDGE:

- ▶ Basic knowledge of social media channels and their audiences
- ▶ Basic knowledge of the advantages and disadvantages of social media channels
- ▶ Basic knowledge of the general principles of social media communication

SKILLS:

- ▶ Select and apply different channels of social media in communication for delivering your message
- ▶ Select a target audience and the appropriate communication channel to reach it
- ▶ Communicate in social media using communication styles that help to get your message delivered to the widest possible audience and get positive reception in the form of likes and related discussion
- ▶ Give information, interact online and handle negative feedback

RESPONSIBILITY & AUTONOMY:

- ▶ Use social media responsibly when delivering your message
- ▶ Perceive the importance of communication style in delivering your message

4.2.1 THE MOST POPULAR CHANNELS

- ▶ The field of social media is in constant change
- ▶ It is good to be aware of what are the most popular channels today, but also of prognosis of what are the likely favorites in the future



4.2.2 SOCIAL MEDIA CHANNELS CHARACTERISTICS

facebook

twitter 

You Tube

Instagram

facebook

Facebook is currently by far the most popular social media.

Strengths

- ▶ Enormous reach potential (widest audience)
- ▶ Mobile users spend a lot of time using the application
- ▶ Targeting (geographic, age, gender, interest)
- ▶ You can share articles, videos, pictures and basically any kind of content

Weaknesses

- ▶ Organic reach is almost zero
- ▶ You have to pay for visibility
- ▶ The most competitive channel
- ▶ Young people prefer other channels
- ▶ Facebook's internal algorithm that cannot be affected; Not all posts are visible to everyone.

2 Billion
Monthly Active Users*



Income of internet users who use Facebook*



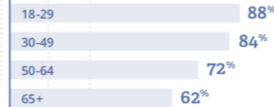
30% of retail shoppers who recently made a purchase discovered a new product on Facebook*

Time



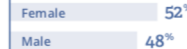
75% of users spend over 20 minutes per day on Facebook*

Age of internet users who use Facebook*



Network where millennials and Gen X are most likely to share content*

Gender*



Users spend an average of 2.5 seconds with a piece of content on desktop

Devices

90M
Desktop
users/month*

179M
Mobile
users
/month*

Users spend an average of 1.7 seconds with a piece of content on mobile*



Twitter is the right channel when there is a need to communicate quickly, briefly, a lot, here and now.

Strengths

- ▶ For fast and tight communication
- ▶ For sharing news, announcements, popular topics
- ▶ Rapid reaction from the public

Weaknesses

- ▶ Content lifetime short (you can of course publish again)
- ▶ Twitter advertising can be expensive
- ▶ Requires lots of content and active conversation: The more tweets, the more visibility you get
- ▶ The increase in the number of users has stopped compared to other channels

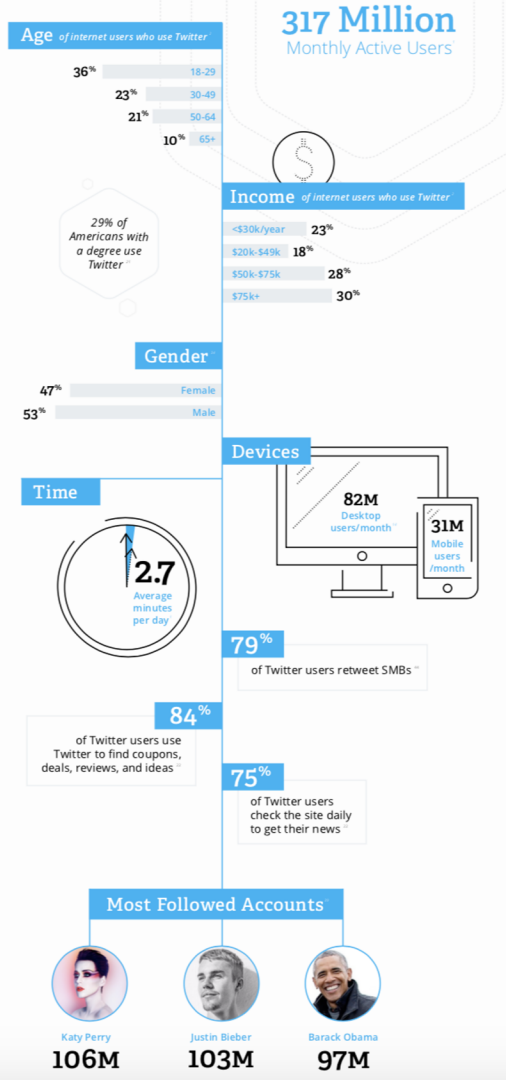


Image source: Spredfast



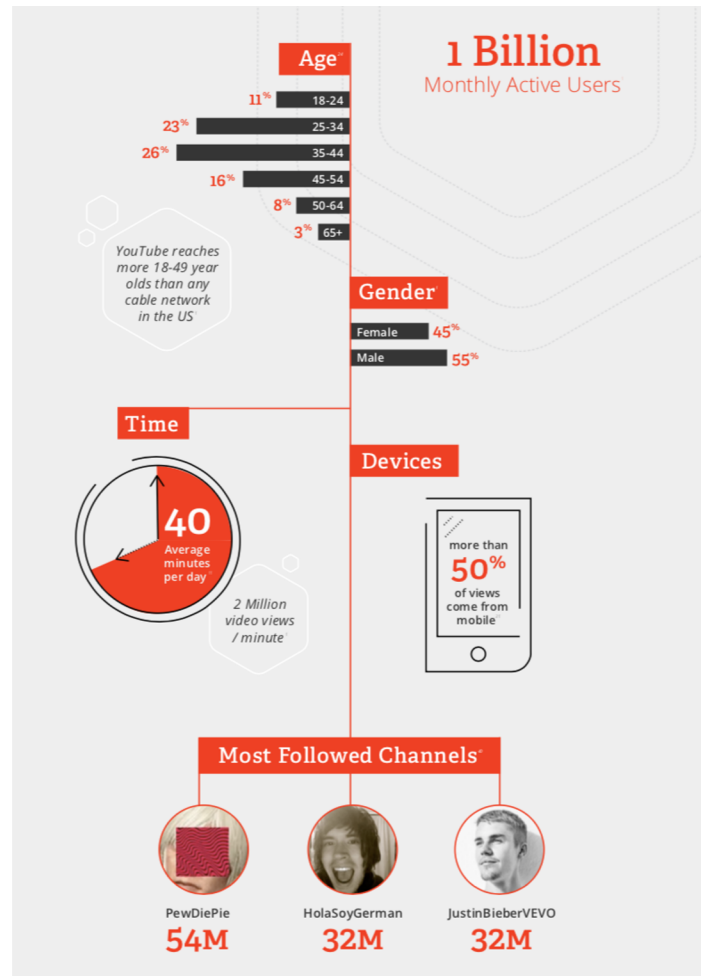
YouTube is the world's most popular video playback service and the world's second largest search engine

Strengths

- ▶ Engage viewers with image, sound, and text
- ▶ The best platform for educational videos and tutorials
- ▶ Videos are good for search engines
- ▶ The audience prefers viewing videos to reading texts
- ▶ You can create your own channel to host all your videos

Weaknesses

- ▶ The service adds ads to the beginning of videos, which can be disturbing for the viewers



Instagram

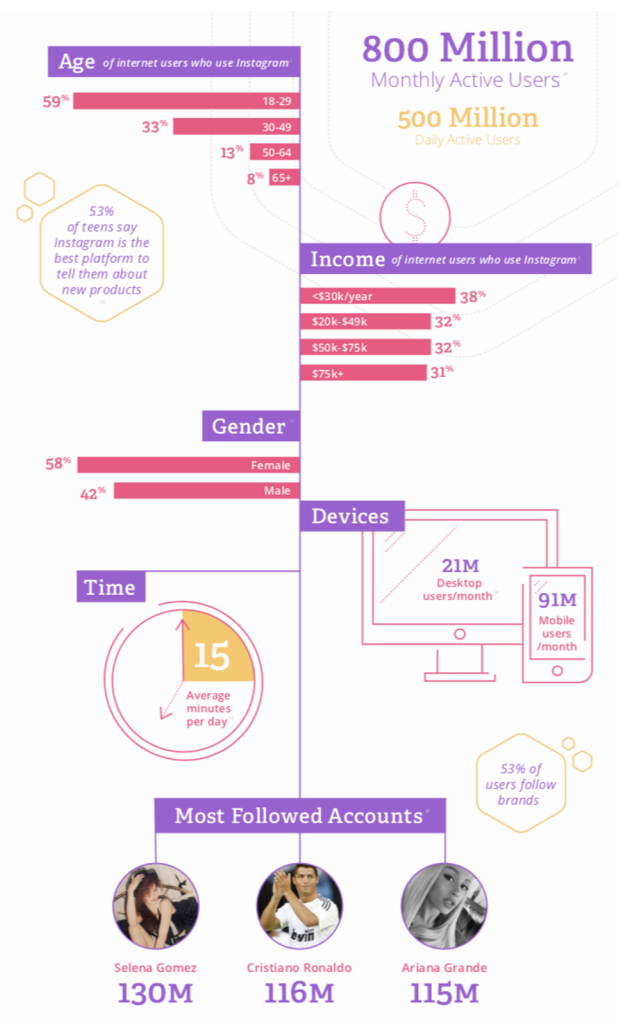
With Instagram, you reach a younger audience than with Facebook and with a method suitable for younger people, based on pictures and short text sections.

Strengths

- ▶ A fast growing user base
- ▶ Engage the audience effectively (10x better than Facebook)
- ▶ Reaching Young People (Y and Z Generations)
- ▶ Visuality; pictures and videos

Weaknesses

- ▶ Limited audience (young people)



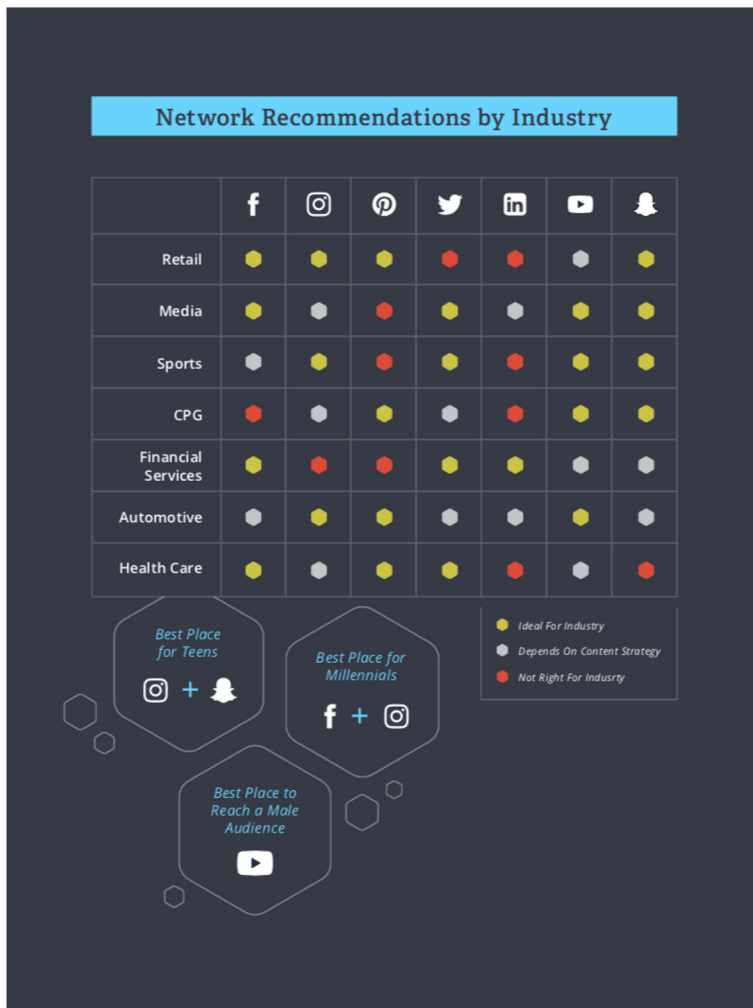
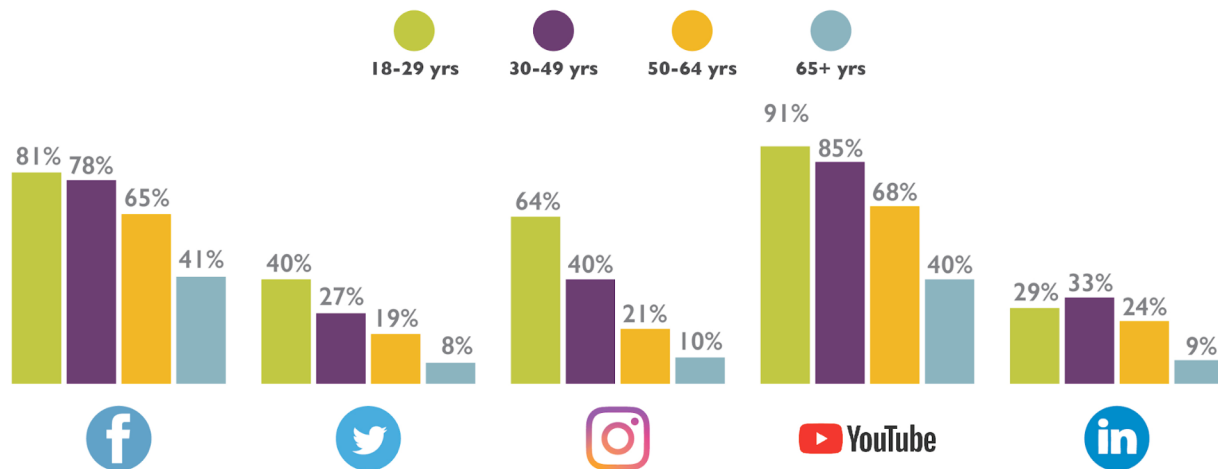


Image source: Spredfast

- ▶ When comparing different networks by industry, we can see that the ideal options for Health Care are Facebook, Twitter and Pinterest
- ▶ Instagram and Youtube might be good networks depending on your content strategy.
- ▶ **Activity** - Try out Pinterest and read more about its benefits - see Self-directed learning resources for more information

ONLINE SOCIAL NETWORKING

PLATFORM USERS, BY AGE



Among online adults. Source: Pew Research Center Social Media Fact Sheet, February 2018. | www.CreatingResults.com

The age distribution of the most popular social media channels user
(*Creating results*, 2018)



Image source: Unsplash.com

ACTIVITY 1: CHOOSING YOUR CHANNEL

4.2.3 COMMUNICATION

5Ws:

- ▶ Why do you want to be on social media?
- ▶ Who is your target audience?
- ▶ What are you going to share?
- ▶ Where are you going share?
- ▶ When are you going share?



CREATING CONTENT

Social media content should be:

- ▶ Relevant, useful, and interesting
- ▶ Easy to understand and share
- ▶ Friendly, conversational, and engaging
- ▶ Action-oriented



Image source: Unsplash.com

Relevant, useful, and interesting

- ▶ **Relevant:** Relevant social media content makes people think “This matters to me.” Relevant information can be based on: time, geography, audience, interests, useful.
- ▶ **Useful:** When people can use social media information to see their lives in new ways, change behavior, or learn something they didn’t know before, it’s useful. Suggest practical steps or cite convincing statistics or report findings.
- ▶ **Interesting:** To capture a reader’s attention, create content that piques curiosity. Interesting social media content is more likely to be shared. Of course, content should always be professional and relevant to a health topic.

Easy to understand and share

Your message competes with others for your readers' attention. Use plain language and craft your message so the information you present is easy to understand.

Also, consider how easy your message is to share or “like” on Facebook or “retweet” on Twitter.

Here are some ways to ensure your messages are easy to understand and share:

1. Put relevant, intriguing information at the beginning of your post. Can you ask a question?
2. Use fewer characters than allowed to make sharing easy.
3. Keep messages short but relevant.
4. Test your message on a cold reader. Could someone “get it” in less than 2 seconds?
5. Provide enough context so your message can stand alone.

Friendly, conversational, and engaging

Social media is, well, social! Social media content generally has a more informal tone than other communications. That's not to say social media messages are not also professional.

Here are some ways to help you achieve a balanced, conversational tone.

- ▶ Use contractions (can't, don't, haven't).
- ▶ Write in first or second person (I, we, you).
- ▶ Avoid colloquial language (y'all, ain't, you guys).
- ▶ Avoid trendy abbreviations (UR for "you are").



Action-oriented

You can use social media tools to help build awareness and direct readers to take action or find more information. Social media messages should have a call to action, urging people to take the next step.

Here are some ways to make your messages action-oriented:

- ▶ Use action verbs such as “learn,” “watch,” or “join.”
- ▶ Include links to Web content that offer more detail or supply a phone number or e-mail address, but not e-mail addresses for individuals.
- ▶ Use ALL CAPS sparingly, for emphasis only. “

TIPS FOR HEALTH COMMUNICATION

- The information you share should be based on research
- Mention the original sources!
- Highlight the positive aspects of your health message.
- Answer the audience's question, "What's in it for me?".
- Respect your audience.
- Encourage your readers to take a particular action or to learn more.
- Tie messages to specific products or services when possible (such as "Find out where to get tested" or "Know your status").

CDC, 2016

COMMUNICATION STYLES

Before you head on to writing to social media, consider the following:

What is your style?

- ▶ Who communicates? Define your own style and personality, what kind of image you want to give.
- ▶ Whom do we communicate with? What is the appropriate communication style for the target group - familiar and relaxed or discrete and factual?

Consistency across different channels

- ▶ Uniform communication in different social media channels creates a sense of trust in the audience.

COMMUNICATION STYLES

Linguistic means:

- ▶ Relaxed: writing in first person, talking directly to the public, using questions and prompts. Emojis make communication more casual, but they do not fit in all situations. Use reasonably, excessive use makes the message look cheap!
- ▶ Factual: Gives an image of expertise and professionalism. Literal and well thought communication. Focus on message content.

Grammar

- ▶ Grammar is important! Poor spelling easily gives an unprofessional image. Using dialect or spoken language can act as a powerful tool or be used as a part of image building..

What to publish:

- ▶ Are you passing on news, things related to everyday life or carefully thought out content?

RESPONDING TO FEEDBACK

What do with different types of comments and feedback you receive? Simply put, you should answer everything with the exception of offensive content, which you should delete.

Questions/Concerns – If someone posts a question or concern onto your page, reply back and answer their questions. Not only will it make your customer feel better, but everyone else that comes to your page will see how attentive you are..

- ▶ Questions, concerns, negative reviews:
 - Reply the best you can! Be tactful and professional.
- ▶ Informative comments:
 - Read, comment, give feedback. Initiate a discussion!
- ▶ Positive feedback:
 - Respond to show your gratitude!
- ▶ Offensive content:
 - Delete!



Image source: Unsplash.com



Image source: Unsplash.com

ACTIVITY 2: Creating your message



Erasmus+

This project has been funded with support from the European Commission.
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2018-1-UK01-KA204-048095