Family Planning: Using Social Media to Engage Youth Virtually

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The webinar is being recorded

Supporting materials will be shared
Putting Health Care in Schools

The California School-Based Health Alliance is the statewide non-profit organization dedicated to improving the health & academic success of children & youth by advancing health services in schools.

Learn more: schoolhealthcenters.org
Elizabeth Peña
Youth Engagement Project Coordinator, California School-Based Health Alliance
Jessica Beltran
She/Her/Hers
Program Coordinator,
San Ysidro Health

Ashley Rojas
She/Her/Hers
Health Educator,
San Ysidro Health

Jess Melendez
She/Her/Hers
Health Educator,
San Ysidro Health
Engaging Youth in Social Media

San Ysidro Health Teen Clinic

Presented by:
Jessica Beltran
Ashley Rojas
Jessica Melendez
On a scale of cat, how are you feeling today?
• Federally qualified health care center
  ◦ Medical
  ◦ Dental
  ◦ Behavioral Health
  ◦ Support
  ◦ WIC
• All over San Diego County
San Ysidro Health Teen Clinic

- Located in Southern San Diego, CA
- Title X funded
- Free* and confidential reproductive and sexual health services to people ages 12–29.
  - * Family Pact

Services include:
- Birth control, emergency contraception and condoms
- STI testing
- Pregnancy testing
- Counseling
Social Media Outreach

- Expand social media presence and use media platforms to reach, engage, educate, and link youth to our services.
- Conduct outreach through classroom presentations currently offered virtually.
- Most successful on Instagram
  - @syhteenclinic
What keeps you engaged in social media?
How to Engage Youth

- Youth-centered content
  - If youth see people that look like them they will most likely want to interact
  - **Staff isn’t always in the target population**
    - Use other youth in programs
    - Youth link their peers to services and education
    - Youth know what’s trending, what works for them and what doesn’t
- Social media
  - Instagram
  - TikTok
Examples of Youth Content

Peer Health Advocate Posts & Stories

Self Care from Our Eyes

Anxiety:

True or False

Your Opinion Matters

Anxiety Isn’t a "Real" Medical Problem.

True 8% False 92%

Throwbacks to in-person content

ADHD Explained by Someone who Lives with it

Tips from Our PHAs

Surviving Distance Learning

We’ll Get Through This

Peer Health Advocate PSAs

www.syhealth.org
What barriers are you experiencing with youth engagement?
Barriers

Don’t have a youth program? No problem!

Some ideas:

- Collaborate with clubs at school or other local organizations that already have a following.
- Keeping engagement alive virtually.
Barriers

Have a youth program? Still have barriers? No problem!

Some ideas:

- Incentives for youth if you can
- Virtual retreats
  - Cookie decorating, painting party, discord hangout, etc.
- Recognize where the youth are coming from
• Having a social media team
• Social Media team to divide the responsibilities
  ◦ Having a ‘Lead’ may be helpful for your team
• Post consistently on one or two platforms
  ◦ Have some sort of structure to the posts
  ◦ Having too many social media platforms can be overwhelming
SYH Teen Clinic Social Media Team Structure

Question Tuesday - JB
Traveling Condom - Ashley
Peer Health Advocates Post - JM
Fridays - Tiktok *recently added
Stories - JM & others
Examples

Should I Still Get a Flu Shot During a Pandemic?

A message from doctors

#QUESTIONTTUESDAY

MASTURBATION 101

Teen clinic also offers counseling to their patients! All these services are free at Teen clinic. Thanks to the PACT program. Call to make an appointment with us!!

Teen clinic offers many incredible services for teens and young adults! (12-21 yrs)

Not the Ice Cream! You Monster!! 😳

What is Sexual Health?

I just don’t understand why we have to get this stupid thing now.

People are using it in specificallyway for their own purposes and it’s really weird and I don’t know who it’s for any more.

Tell me this again.

People are using it in possibly ways that I don’t understand or even know exist. I heard some are using it in some way but I don’t really know what that even means. I don’t think I want to be involved.

S11 Tree Cafe

I would love it if you could tell me more about the app.

View Insights

Promote

Promote

View Insights
Instagram Engagement Features

- Instagram Stories
  - Polls, Anonymous Questions
- IG LiveReels
- IGTV
- Direct Messages open for questions
Instagram Insights

Accounts Reached & Content Interactions:
Profile Visits
Website Taps
Email Button Taps
Top Posts/Stories/IGTV Likes
Instagram Insights

Follower Breakdown:
Follows/Unfollows
Audience (age & gender)
Location
Most Active
Likes on posts
Tips Continued

- Make sure team is passionate about social media
- Know your audience
- Leave room for creativity and flexibility
- Highlight services on Instagram
- Giveaways
- Change it to a creator account
- Collaborate with other organizations
- Use a variety of apps
  - Canva, TikTok
Lessons Learned

- Team effort and engagement needed
- Structure is vital
- Use relevant social media apps
- Language
- Less flyers, more humans
- Representation

www.syhealth.org
Any Questions??
Contact Info

Jessica Beltran, Program Coordinator
Email: Jessica.beltran@syhealth.org

Jessica Melendez, Health Educator
Email: Jessica.melendez@syhealth.org

Ashley Rojas, Health Educator
Email: Ashley.Rojas@syhealth.org
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Gracias
Thank you
Câm ơn
Salamat

Elizabeth Peña
epena@schoolhealthcenters.org

Jessica Beltran
jessica.Beltran@syhealth.org

Ashley Rojas
ashley.Rojas@syhealth.org

Jess Melendez
jessica.Melendez@syhealth.org