REACH FAR
Communications Training Webinar

AJ Titong, Communications Specialist
Asian & Pacific Islander American Health Forum

Catlin Rideout, Program Manager
NYU Center for the Study of Asian American Health
Housekeeping

- All participants are automatically muted by the webinar administrators.
- Throughout the webinar you may type in your questions under the questions feature box and I will answer as many questions as I can towards the end of the presentation.
- The REACH Communications Training Webinar will be available on the APIAHF YouTube channel next week at: [www.youtube.com/apiahf](http://www.youtube.com/apiahf)
Agenda

1. Overview of communication deliverables for REACH FAR (Annual Objective 3.0)
2. Communications 101
3. Social Media 101
4. Q&A
Agenda

1. Overview of communication deliverables for REACH FAR (Annual Objective 3.0)
2. Communications 101
3. Social Media 101
4. Q&A
Agenda

1. Overview of communication deliverables for REACH FAR (Annual Objective 3.0)
2. Communications 101
3. Social Media 101
4. Q&A
Agenda

1. Overview of communication deliverables for REACH FAR (Annual Objective 3.0)
2. Communications 101
3. Social Media 101
4. Q&A
Training Objectives

- Understand the expectations regarding meeting the REACH FAR communication deliverables
- Learn different ways to build a presence for your organization’s brand and identity
- Understand the importance of messaging across different communications channels
- Learn how to build social media engagement into your daily work
Training Objectives

- Understand the expectations regarding meeting the REACH FAR communication deliverables
- Learn different ways to build a presence for your organization’s brand and identity
- Understand the importance of messaging across different communications channels
- Learn how to build social media engagement into your daily work
Training Objectives

- Understand the expectations regarding meeting the REACH FAR communication deliverables
- Learn different ways to build a presence for your organization’s brand and identity
- **Understand the importance of messaging across different communications channels**
- Learn how to build social media engagement into your daily work
Training Objectives

- Understand the expectations regarding meeting the REACH FAR communication deliverables
- Learn different ways to build a presence for your organization’s brand and identity
- Understand the importance of messaging across different communications channels
- Learn how to build social media engagement into your daily work
REACH FAR Annual Objectives (AOs)

- **AO 1.0**: Increase the number of people with access to environments with healthy food or beverage options

- **AO 2.0**: Increase the number of people with access to prevention, risk reduction and chronic disease management opportunities (community-clinical linkages)

- **AO 3.0**: Increase the number of targeted and tailored messages highlighting REACH FAR project efforts
### 2 important audiences

#### "PUBLIC"

- **DREAM**
  - Bangladeshi adults with LEP living in Queens and Brooklyn

- **KC**
  - Filipino adults living in Queens

- **KCS**
  - Korean adults with LEP living in NJ and Queens

- **UNITED SIKHS**
  - Indian Sikh adults with LEP living in NJ and Queens

#### "PARTNERS"

- Partner restaurants
- Partner faith-based organizations
- Partner grocery stores
- Clinical partners (pharmacies, nurses associations)
- Other CBO partners
- Policy makers

---

[DREAM Project](#)
[United Sikhs](#)
[Kalusugan Coalition](#)
[The Korean Community Services of Metropolitan New York](#)
What should we be messaging about?

- **Implementation of REACH FAR activities**
  (e.g. KOT trainings; blood pressure screening events; products, such as culturally adapted materials; healthy communal meals at FBOs, etc.)

- **Activities and efforts that support implementation**
  (e.g. community forums; kick-off events; cooking demonstrations; outreach events)

- **Educational messages about CVD, Stroke, Heart Attack, High Blood Pressure, Nutrition**

- **National Observances**
  (e.g. May is Asian-Pacific American Heritage Month, Stroke Awareness Month, **AND** National High Blood Pressure Education Month!)
Where should we be messaging?

- Social Media (Facebook, Twitter)
- Ethnic Media (Print, TV, Radio)
- Community forums
- Outreach materials
- Listserv
- Newsletters
- 1-pagers
- Website
- Yelp Reviews
Specific Deliverables

- Press Release (by January 30th)

- Community forum with stakeholders and community members (by April 30th)

- 1 CDC Success Story (by September 30th) (http://www.cdc.gov/nccdphp/dch/success-stories/)

- Support dissemination of city-wide media campaign (ongoing)
Specific Deliverables, cont.

- Messages to support all Annual Objectives (each quarter - March 31st, June 30th, September 30th):
  - At least 2 in-language, culturally relevant messages related to AO1.1, AO1.2 (nutrition, HTN) disseminated through both social media and ethnic media
  - At least 2 in-language, culturally relevant messages related to AO2.1, AO2.2 (e.g. blood pressure screenings, medication adherence, Million Hearts) disseminated through both social media and ethnic media

  **Total = at least 4 messages/ quarter**
Reporting – CDC’s Media Impressions Worksheet
<table>
<thead>
<tr>
<th>Type</th>
<th>Strategic Direction</th>
<th>Air or Run Date</th>
<th>Media Type</th>
<th>Media Outlet</th>
<th>Number of Placements</th>
<th>Circulation/Viewers/Listeners</th>
<th>Media Impressions</th>
<th>Cost</th>
<th>Approximate Cost for 1 Ad</th>
<th>Number of bonus spots</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned</td>
<td>Clinical &amp; Community Preventive Services</td>
<td>2/23/2015</td>
<td>Korea Times, Korea Daily</td>
<td>2</td>
<td>60000</td>
<td>120,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Earned</td>
<td>Clinical &amp; Community Preventive Services</td>
<td>2/24/2015</td>
<td>The Korea Channel</td>
<td>1</td>
<td>100,000</td>
<td>100,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Earned</td>
<td>Clinical &amp; Community Preventive Services</td>
<td>2/27/2015</td>
<td>The Korea Channel</td>
<td>1</td>
<td>100,000</td>
<td>100,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Partner</td>
<td>Clinical &amp; Community Preventive Services</td>
<td>1/16/2015</td>
<td>Social/New Media</td>
<td>1</td>
<td>97</td>
<td>297</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Partner</td>
<td>Clinical &amp; Community Preventive Services</td>
<td>2/10/2015</td>
<td>Social/New Media</td>
<td>1</td>
<td>299</td>
<td>899</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Partner</td>
<td>Clinical &amp; Community Preventive Services</td>
<td>2/12/2015</td>
<td>Social/New Media</td>
<td>1</td>
<td>344</td>
<td>344</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Partner</td>
<td>Clinical &amp; Community Preventive Services</td>
<td>2/13/2015</td>
<td>Social/New Media</td>
<td>1</td>
<td>46,835</td>
<td>46,835</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Partner</td>
<td>Clinical &amp; Community Preventive Services</td>
<td>2/14/2015</td>
<td>Social/New Media</td>
<td>1</td>
<td>6,596</td>
<td>6,596</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Partner</td>
<td>Clinical &amp; Community Preventive Services</td>
<td>2/15/2015</td>
<td>Social/New Media</td>
<td>1</td>
<td>344</td>
<td>344</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Partner</td>
<td>Clinical &amp; Community Preventive Services</td>
<td>2/16/2015</td>
<td>Social/New Media</td>
<td>1</td>
<td>4,683</td>
<td>46,835</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Partner</td>
<td>Clinical &amp; Community Preventive Services</td>
<td>2/18/2015</td>
<td>Social/New Media</td>
<td>1</td>
<td>6,596</td>
<td>6,596</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Partner</td>
<td>Clinical &amp; Community Preventive Services</td>
<td>2/19/2015</td>
<td>Social/New Media</td>
<td>1</td>
<td>900</td>
<td>900</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Choose Type: Earned, Partner, or Paid
Choose Strategic Direction:
Select Type: TV, radio, print, social, outdoor
Spreadsheet calculates “impressions”
Enter Date
Enter Media Outlet
Enter No. of Placements
Enter Circulation/Viewers/Listeners (e.g. followers on twitter, or circulation of newspapers)

Media Reach Tab
COMMUNICATIONS 101
BRANDING + IDENTITY

Learn different ways to build a presence for your organization’s brand and identity
What is your brand + identity?
What is your brand + identity?
5 ways to build your brand

1. Create and promote stories that your engaged stakeholders want to share with their tribes
2. Recruit a group of “volunteers” who are willing to share your brilliant social media content
3. Take 10 minutes a day to build your own personal brand
4. Build your street credit
5. Get your board and staff on board

Source: www.nonprofithub.org
“Her only possessions were a cross, her doll, and the frilly dress she had on.”

Source: www.msnb.com
5 ways to build your brand

1. Create and promote stories that your engaged stakeholders want to share with their tribes
2. **Recruit a group of “volunteers” who are willing to share your brilliant social media content**
3. Take 10 minutes a day to build your own personal brand
4. Build your street credit
5. Get your board and staff on board

Source: [www.nonprofithub.org](http://www.nonprofithub.org)
5 ways to build your brand

1. Create and promote stories that your engaged stakeholders want to share with their tribes

2. Recruit a group of “volunteers” who are willing to share your brilliant social media content

3. Take 10 minutes a day to build your own personal brand

4. Build your street credit

5. Get your board and staff on board

Source: www.nonprofithub.org
Message to Congress: CHIP Matters to Our Kids

As organizations serving Asian Americans, Native Hawaiians and Pacific Islanders (AA and NHPIs), we advocate for the future of our communities—our children. Putting the health and wellbeing of this and future generations first should be something we can all agree on. Healthy kids grow up to be healthy adults, and together build strong families and communities. Right now, Congress has a chance to put differences aside and extend funding for the Children's Health Insurance Program (CHIP) for four more years.

Source: www.huffingtonpost.com
5 ways to build your brand

1. Create and promote stories that your engaged stakeholders want to share with their tribes
2. Recruit a group of “volunteers” who are willing to share your brilliant social media content
3. Take 10 minutes a day to build your own personal brand
4. **Build your street credit**
5. Get your board and staff on board

Source: [www.nonprofithub.org](http://www.nonprofithub.org)
5 ways to build your brand

1. Create and promote stories that your engaged stakeholders want to share with their tribes
2. Recruit a group of “volunteers” who are willing to share your brilliant social media content
3. Take 10 minutes a day to build your own personal brand
4. Build your street credit
5. Get your board and staff on board

Source: [www.nonprofithub.org](http://www.nonprofithub.org)
MESSAGING

Understand the importance of messaging across different communications channels
The medium is the massage.
The medium is the massage.
The medium is the message.
The medium is the message.
Persuasive Writing

Follow the news and jump at opportunities
Make a single point
Use an active voice
Don’t be afraid to get personal
Express your opinion

“Helping working families succeed, building small businesses, tackling climate change & clean energy. Top of the agenda. #Hillary2016”

@johnpodesta
“Breast cancer does not discriminate,” she says, “and for that reason it is so important that we take our personal health seriously and literally take our lives into our own hands.”

Source: Audrey Magazine
Good stories compel people to change:

1. The way we feel: Stories demand an emotional investment.
2. The way we think: Stories pique and hold interest.
3. The way we act: Stories bring energy to the message.
4. The way we behave: Stories cause us to take action.

JARGON
The relative retrogressive flexibility in compatible systemic data prove that periodic mentored projections accelerate confluent options for baseline parameters.
Absolutely nothing.
Use Plain English:

Modality = method

Morbidity = sickness

Epidemiology = tracking disease
Finding the right medium:

- Cinema
- Television
- Webinars/Podcasts
- Whitepapers/eBooks/Case Studies
- Virtual/Live Events

Source: http://www.i-scoop.eu/using-storytelling-strengthen-brand/
SOCIAL MEDIA

Learn how to build social media engagement into your daily work
Set a strategy and goals.

Select the appropriate social media channels.

Define criteria for success.

Create a process for content, frequency and approval.

Measure success, including recommendations on tools to use.

Source: http://territoriomarketing.es/social-media-community-manager/
Step 1-2: Learn to speak Facebook

Like: The like button allows other users to know if you appreciate a particular post.
Step 1-2: Learn to speak Facebook

Share: The share button allows you to share an update or photo onto your own timeline, a friend's timeline, and/or on a group or company timeline.
Step 1-2: Learn to speak Facebook

**Tag:** Marks a photo, video, or status with text to identify a person, group or company.

Go get covered. Or else you'll be hearing from AJ Titong at the Asian & Pacific Islander American Health Forum.
Step 1-2: Learn to speak Facebook
Step 1-2: Learn to speak Twitter

Reply: Use this to apply a public message to a user.
Step 1-2: Learn to speak Twitter

**Retweet or RT:** This indicates a posting is a retweet from another.
Step 1-2: Learn to speak Twitter

**Direct Message or DM:** You can only send a direct message to someone who is following you.
Social Media Strategy

POST, PIN, TWEET

The Best Time to Outreach

Source: The Payroll Blog
Social Media Strategy

**FACEBOOK**
1 pm - 4 pm
result in the **highest average click through**

**TWITTER**
Mondays - Thursdays
1 pm - 3 pm

**LINKEDIN**
Tuesdays - Thursdays

---

**FACEBOOK**
Wednesdays
3 pm

**TWITTER**
Mondays - Thursdays
9 am - 3 pm

**LINKEDIN**
Noon
5 pm - 6 pm

---

*Source: The Payroll Blog*
Social Media Strategy

Source: The Payroll Blog
We can neither confirm nor deny that this is our first tweet.
Strategy & Messaging

NY Review of Books
@nybooks

1. Main Elements of the CIA Detention Program
1.1 Arrest and Transfer
1.2 Continuous Solitary Confinement
@CIAj.mp/ZuvFuz

1:02 PM - 6 Jun 2014

US Torture: Voices from the Black Sites

The secret system included prisons on military bases around the world, from Thailand and Afghanistan to Morocco, Poland, and Romania—"at various times," reportedly, "sites in eight countries"—into...

NY Review of Books @nybooks

258 RETWEETS 108 FAVORITES
1.3 Other Methods of Ill-treatment
1.3.1 Suffocation by water
1.3.2 Prolonged Stress Standing

US Torture: Voices from the Black Sites

The secret system included prisons on military bases around the world, from Thailand and Afghanistan to Morocco, Poland, and Romania—"at various times," reportedly, "sites in eight countries”—into...
NY Review of Books
@nybooks

1.3.3 Beatings by use of a collar
1.3.4 Beating and kicking
1.3.5 Confinement in a box
1.3.6 Prolonged nudity

@ CIA j.mp/ZuvFuz

1:03 PM - 6 Jun 2014

US Torture: Voices from the Black Sites

The secret system included prisons on military bases around the world, from Thailand and Afghanistan to Morocco, Poland, and Romania—"at various times," reportedly, "sites in eight countries"—into...

NY Review of Books @nybooks

291 RETWEETS  111 FAVORITES
NY Review of Books
@nybooks

1.3.3 Beatings by use of a collar
1.3.4 Beating and kicking
1.3.5 Confinement in a box
1.3.6 Prolonged nudity
@CIAj.mp/ZuvFuz

1:03 PM - 6 Jun 2014

US Torture: Voices from the Black Sites
The secret system included prisons on military bases around the world, from Thailand and Afghanistan to Morocco, Poland, and Romania—"at various times," reportedly, "sites in eight countries"—into...

NY Review of Books @nybooks

291 RETWEETS 111 FAVORITES
NY Review of Books
@nybooks

1.3.3 Beatings by use of a collar
1.3.4 Beating and kicking
1.3.5 Confinement in a box
1.3.6 Prolonged nudity
@CIAj.mp/ZuvFuz

1:03 PM - 6 Jun 2014

US Torture: Voices from the Black Sites

The secret system included prisons on military bases around the world, from Thailand and Afghanistan to Morocco, Poland, and Romania—"at various times," reportedly, "sites in eight countries"—into...

NY Review of Books @nybooks

291 RETWEETS 111 FAVORITES
Strategy & Messaging

NY Review of Books @nybooks

1.3.3 Beatings by use of a collar
1.3.4 Beating and kicking
1.3.5 Confinement in a box
1.3.6 Prolonged nudity

@CIAj.mp/ZuvFuz

1:03 PM - 6 Jun 2014

US Torture: Voices from the Black Sites

The secret system included prisons on military bases around the world, from Thailand and Afghanistan to Morocco, Poland, and Romania—"at various times," reportedly, "sites in eight countries"—into...

NY Review of Books @nybooks

291 RETWEETS 111 FAVORITES
Strategy & Messaging

NY Review of Books
@nybooks

1.3.3 Beatings by use of a collar
1.3.4 Beating and kicking
1.3.5 Confinement in a box
1.3.6 Prolonged nudity
@CIAj.mp/ZuvFuz

1:03 PM - 6 Jun 2014

US Torture: Voices from the Black Sites
The secret system included prisons on military bases around the world, from Thailand and Afghanistan to Morocco, Poland, and Romania—"at various times," reportedly, "sites in eight countries"—into...

NY Review of Books @nybooks

291 RETWEETS 111 FAVORITES
Strategy & Messaging

Posting one to two times per day produces 40% higher user engagement.

Source: KissMetrics
Facebook Messaging

Template 1
This, this, or this?

“What do you want to see Obama fix first? Access to health care, an affordable education, or immigration reform?” {link}

Template 2
The first/best/worst…I ever…was_____.

“The best day ever was March 31, 2009.” {link}

Source: Post Planner
Strategy & Messaging

Facebook Messaging

Template 2
If I could snap my fingers and... I would ___.

“If I could snap my fingers and make the rules, I would make sure, that no child was left behind” {link}

Template 2
If you support _____ like this update.

“If you support the Affordable Care Act, like this update.” {link}

Source: Post Planner
Social Media Policies

Source: Citrix and GrantCraft
Social Media Do’s and Don’ts

Don’t

• Don't assume one size fits all
• Don't target everyone
• Don't neglect social networking
• Don't get too promotional
• Don't forget to add personality
• Don't ignore mobility

Source: http://allegiancesoftware.com/
Social Media Do’s and Don’ts

Do

- Do opt for variety
- Do focus on niche groups
- Do assign tasks
- Do produce and share rich, unique content
- Do create a brand
- Do vary posts

Source: http://allegiancesoftware.com/
Tips and Tricks

3 Rules of Engagement

- **Disclose**: Your presence in social media must be transparent
- **Protect**: Take extra care to protect both Intel and yourself
- **Use Common Sense**: Remember that professional, straightforward and appropriate communication is best

Source: unbounce.com
Resources

atitong@apiahf.org  @AJTitong

SOCIAL MEDIA GUIDES

A Printable Guide to Social Media (#Infographic)
http://www.edtechmagazine.com/k12/article/2013/02/printable-guide-social-media-infographic

POLICIES

Citrix Social Media Best Practices
https://www.youtube.com/watch?v=iohl0xvJ97c#t=58

EVALUATION

Fill out the evaluation at the end of the webinar!

Source: Citrix
-Question-