PREVENTION SCIENCE ON SOCIAL MEDIA:

INCREASE IN ENGAGEMENT

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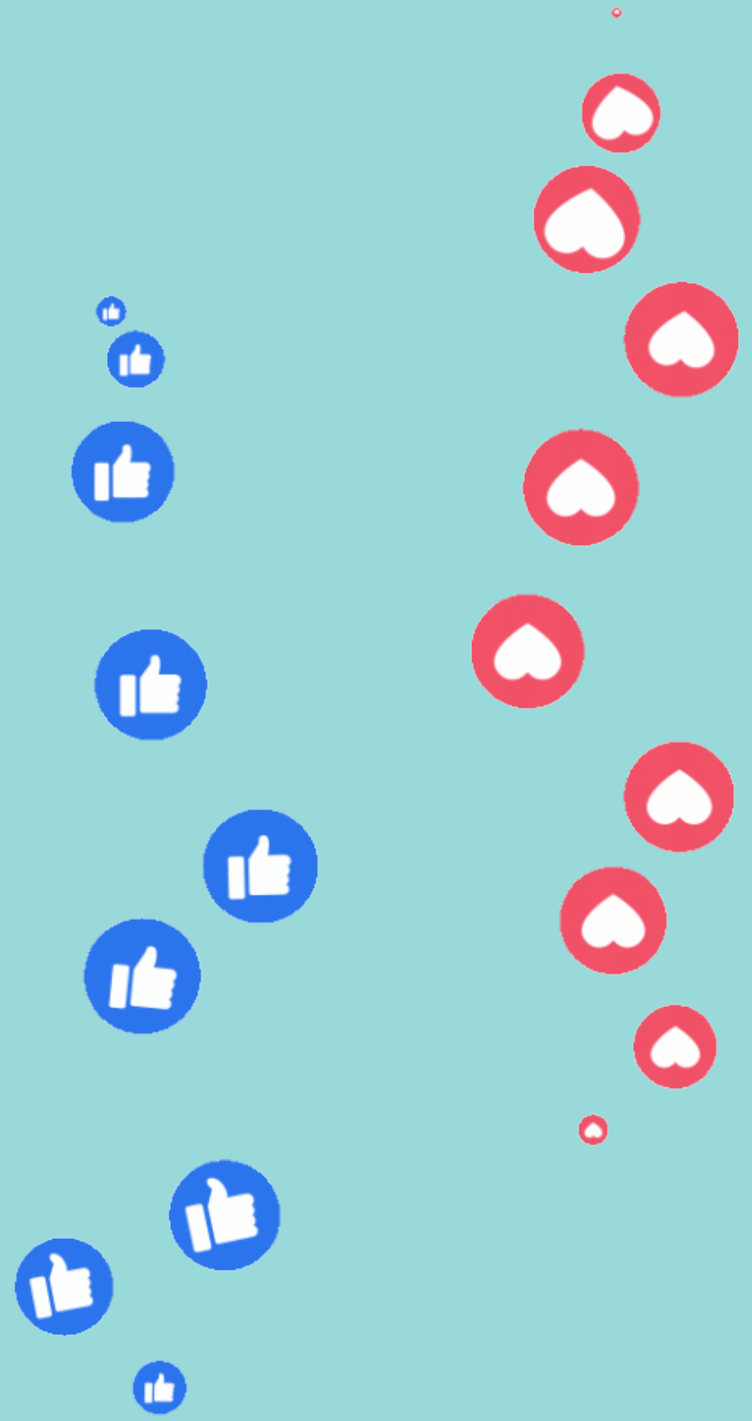
AGENDA

- Social Media Presence Importance
- Increasing Social Media Presence Among...
  - Higher-Education Students
  - Prevention Partners
  - Community Members
- Assessing Engagement
  - Insights Overview
- Diversifying Engagement Efforts
- Increasing Prevention Capacity
- Promoting Prevention Infrastructure



SOCIAL MEDIA PRESENCE IMPORTANCE

- Build capacity
  - Most used method of communication
- Counteract misinformation in the media
- Eliminate a barrier
- Accurately see outreach
- "Humanize" prevention efforts

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INCREASING SOCIAL MEDIA ENGAGEMENT AMONG HIGHER-EDUCATION STUDENTS

- Visually pleasing graphics
- Incorporate target audience into developing media
- "Following/friending" students
- Sharing posts to "stories"
    - Reminders for events
- Post about student leaders
    - Student leader "takeovers"
    - Tagging student leaders

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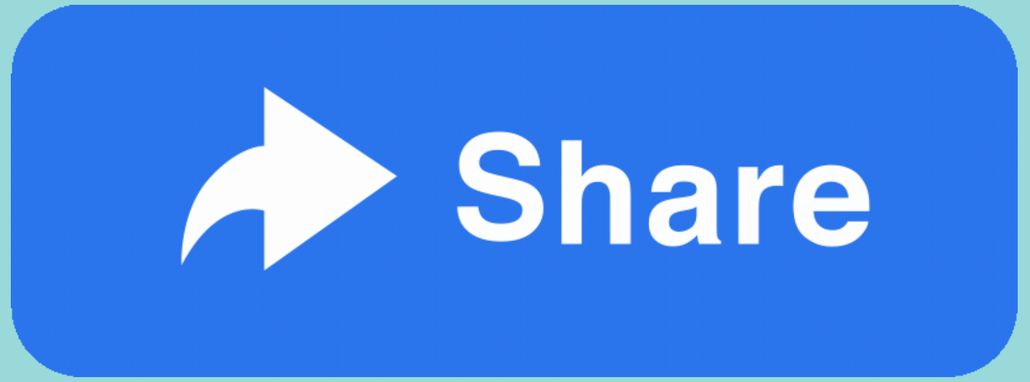
INCREASING SOCIAL MEDIA ENGAGEMENT AMONG PREVENTION PARTNERS

- Following back accounts with similar goals and motives
- Sharing prevention partner resources on "stories"
- Using hashtags
- Posting prevention events and implementation efforts
- Consistency in posts
    - Layout
    - Captions



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INCREASING SOCIAL MEDIA ENGAGEMENT AMONG COMMUNITY MEMBERS

- Following back community members
- Sharing of "stories" of our posts by student leaders and directors
- Sharing resources that apply to community members
- Posting community events related to prevention, health, and substance misuse

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ASSESSING ENGAGEMENT

- COMMON TERMS
  - **"Accounts Reached"**
    - Number of accounts that have viewed your content at least once
  - **"Reached Audience"**
    - Number of accounts that have viewed your content at least once, but based on specific demographics such as country, city, gender, and age range
  - **"Accounts Engaged"**
    - Number of accounts that have interacted with your content
  - **"Interactions"**
    - Total likes, replies, saves, comments, and shares
  - **"Content Reach"**
    - Types of content that are reaching your audience based on follower status

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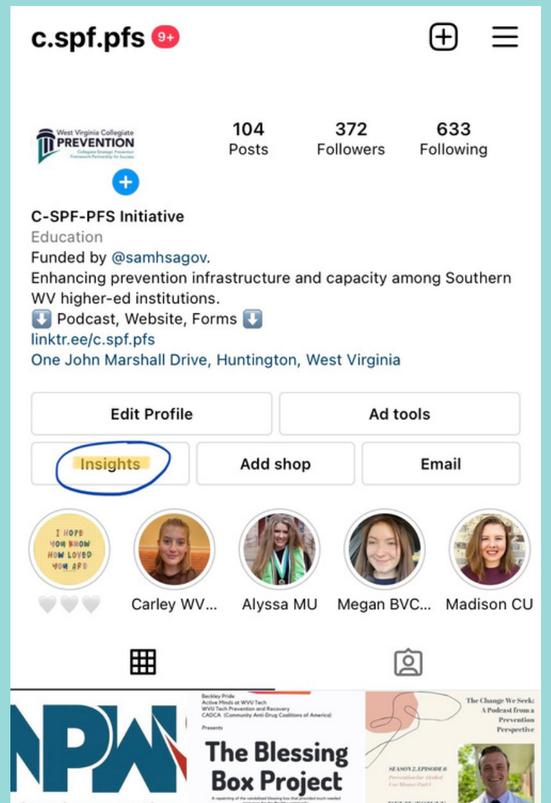
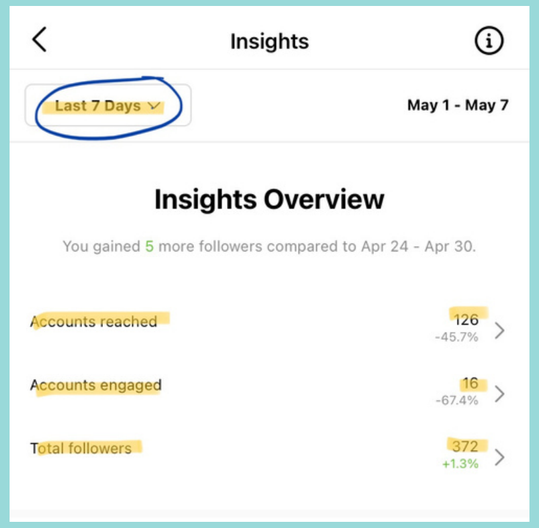
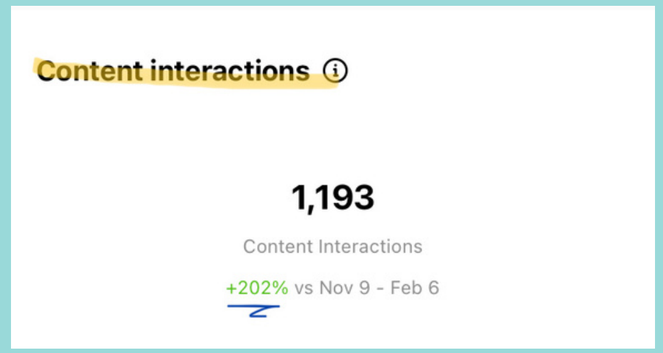
ASSESSING ENGAGEMENT

- **"Insights"** tool
  - Change the timeline to what is desired
- **"Insights Overview"** shows total followers, accounts reached, and accounts engaged

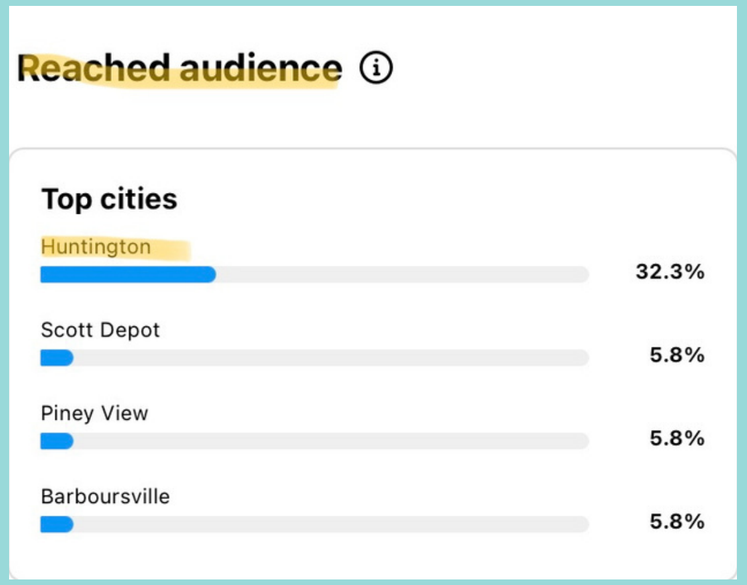


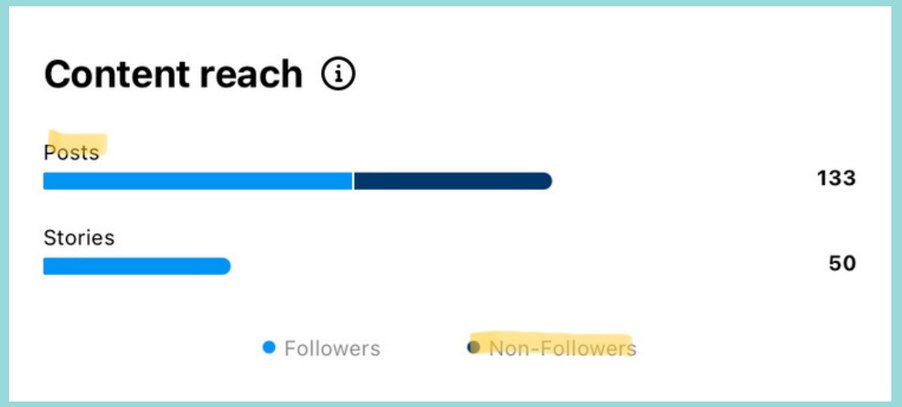


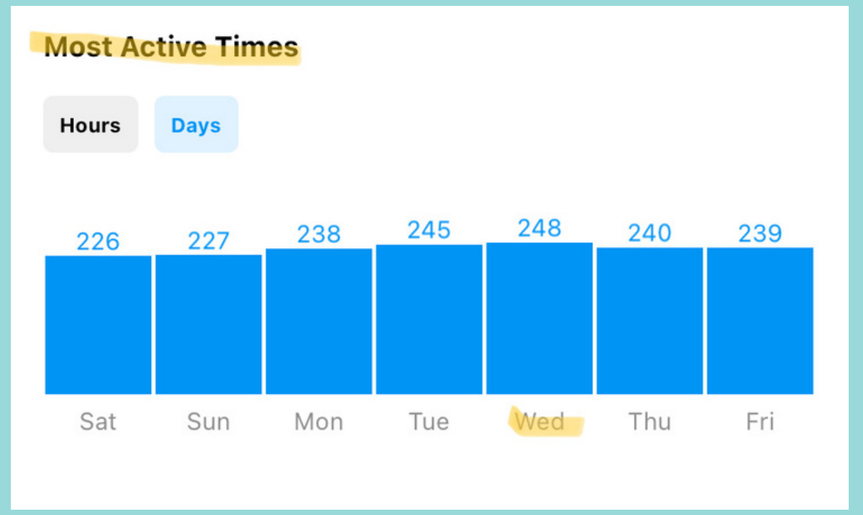


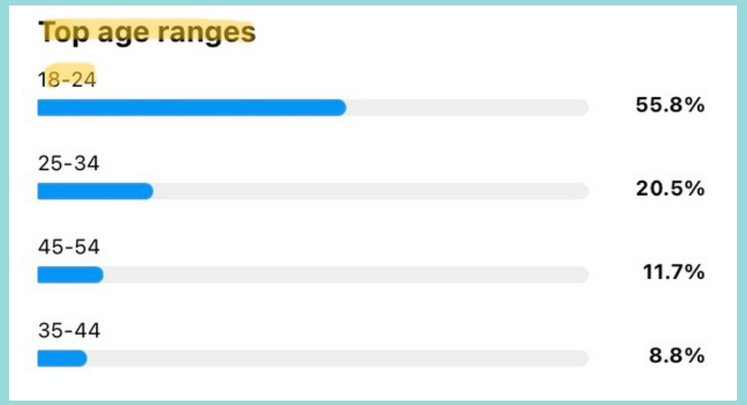
"INSIGHTS OVERVIEW": Instagram

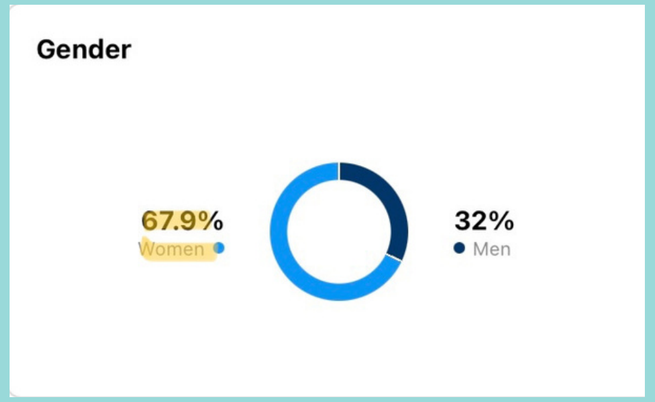
Accounts reached

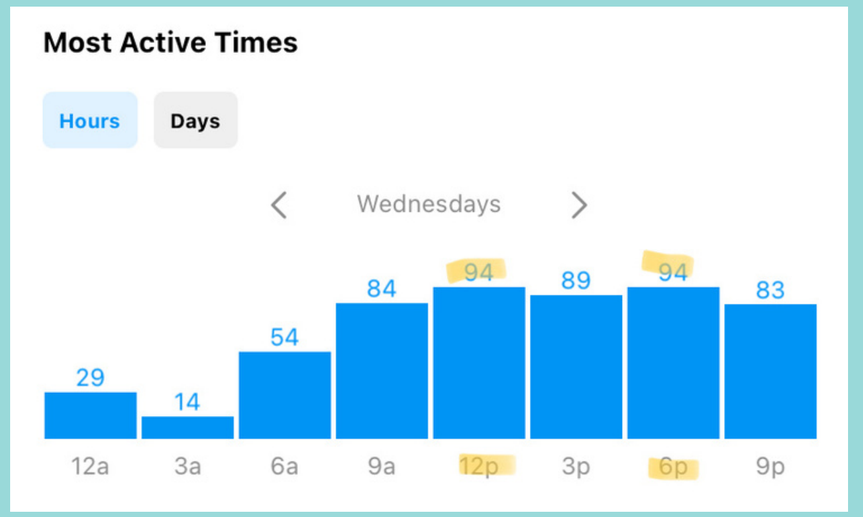












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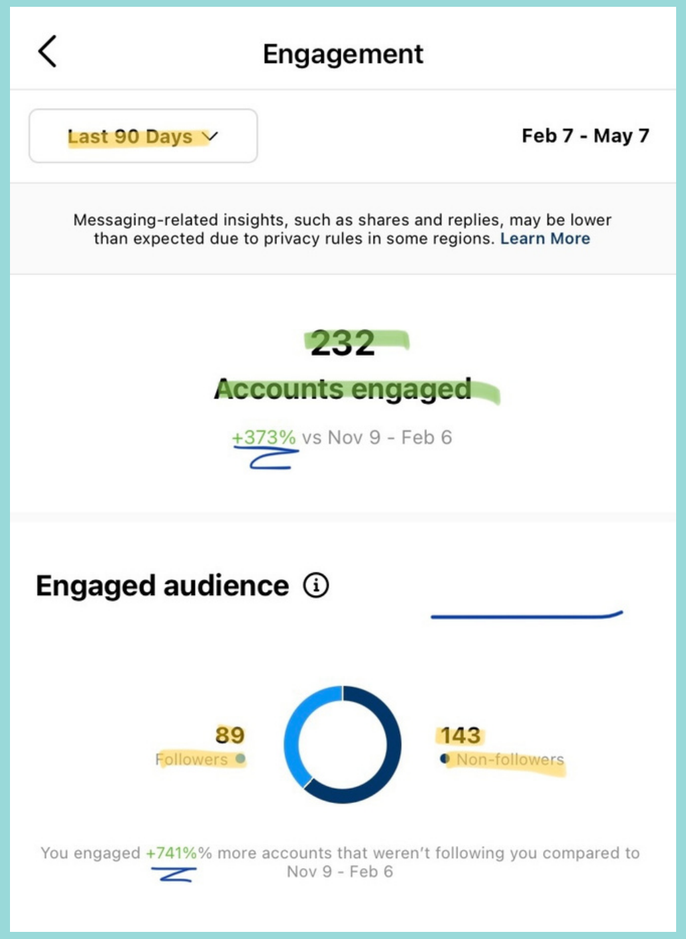
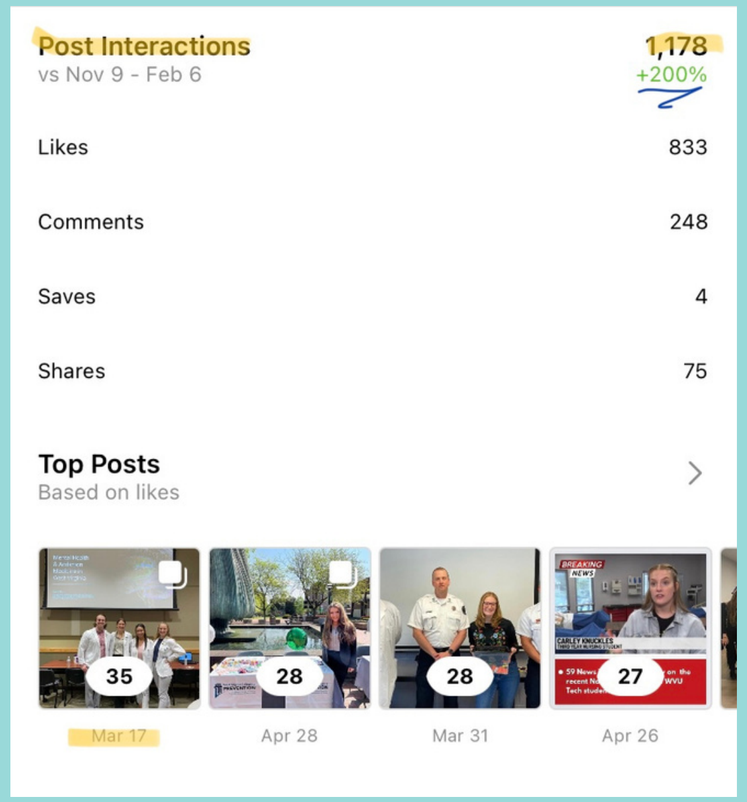
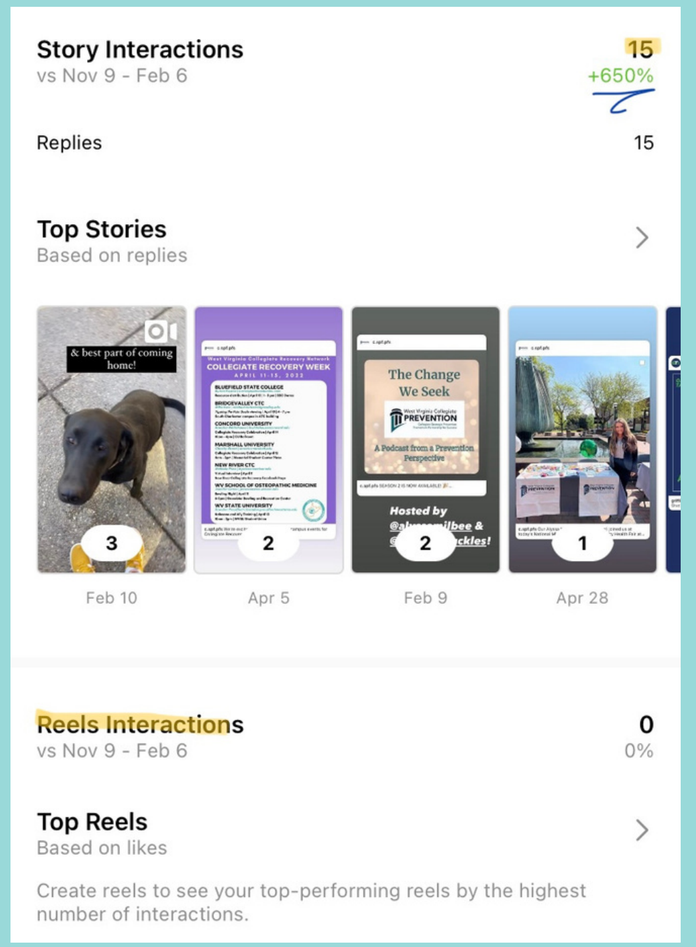
"INSIGHTS OVERVIEW": Instagram

Engagement







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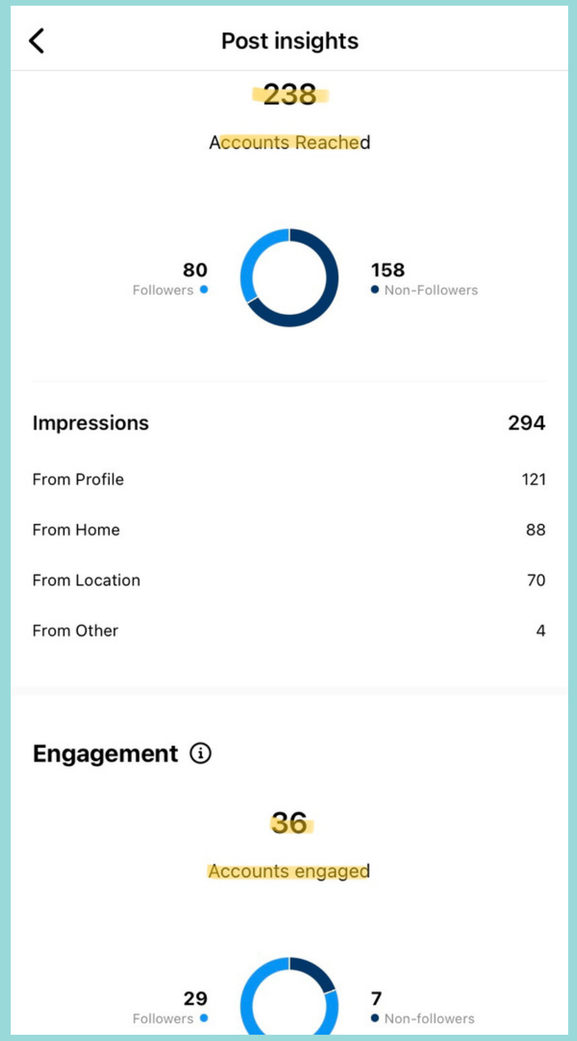
INDIVIDUAL POST INSIGHTS: Instagram



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DIVERSIFYING ENGAGEMENT EFFORTS

- Use of multiple social media platforms
- Incorporating follower feedback into future posts
- Switching between different color palettes, fonts, and layouts

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INCREASING PREVENTION CAPACITY

- New ideas from similar accounts and initiatives
- Spreading the word about events, projects, graphics, and press releases
- Partnerships on social media

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PROMOTING PREVENTION INFRASTRUCTURE

- Faster method of communication
- Increased engagement online to increased action offline
- Increased number of prevention-related accounts

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