



Inst Them and They Will Come, or Will They?: The Secrets of Recruiting Youth Through Social Media Platforms



Healthy Teen Network

May 30-June 1, 2018
Strengthening Communities: Promoting Resiliency in Youth & Families U.S. Department of Health and Human Services
Administration on Children and Families (ACF)
Adolescent Pregnancy Prevention (APP) Program

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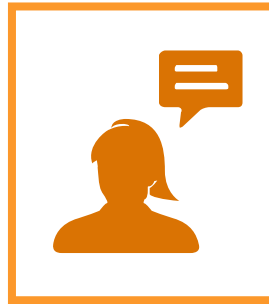
Objectives

At the conclusion of this workshop, participants will be able to:



List

At least three characteristics of highly effective messages



Describe

The process of setting up an ad in Facebook Ads Manager



Identify

At least two metrics to assess Social Media campaigns effectiveness

“Will they click on it?”

Priming Activity

How youth consume media

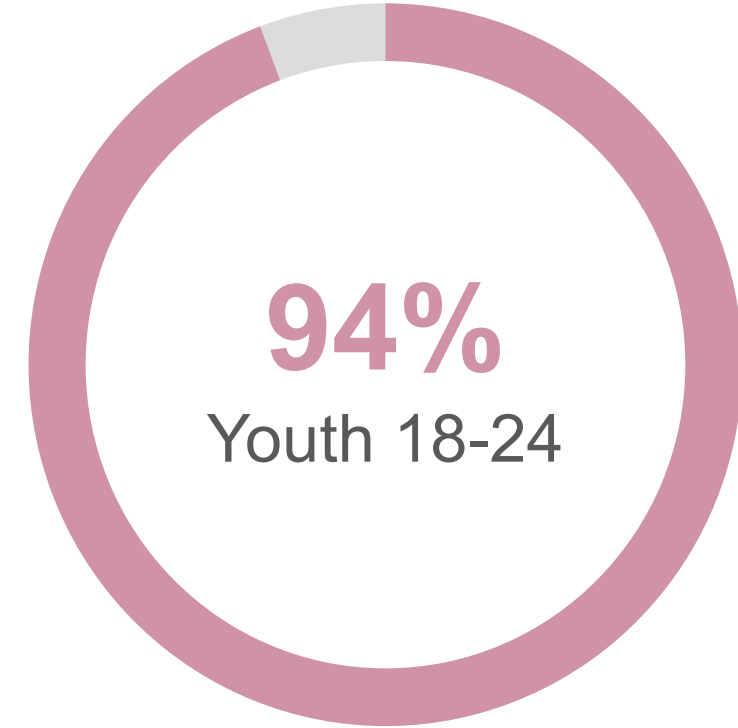
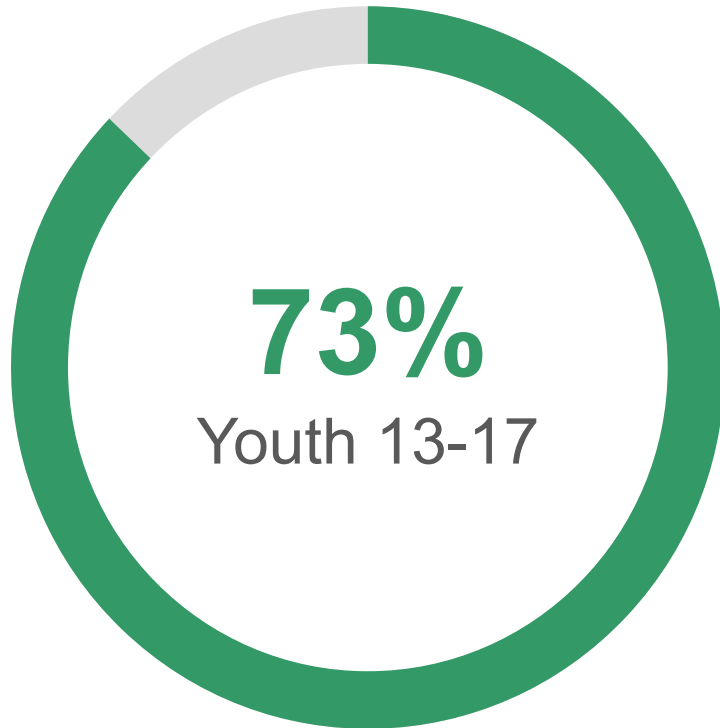
Setting the Stage





Have Access to Smartphones

Youth in the United States



Source: Pew Research Center's Mobile Fact Sheet, February 5, 2018



Smartphones

Youth in the United States

67%

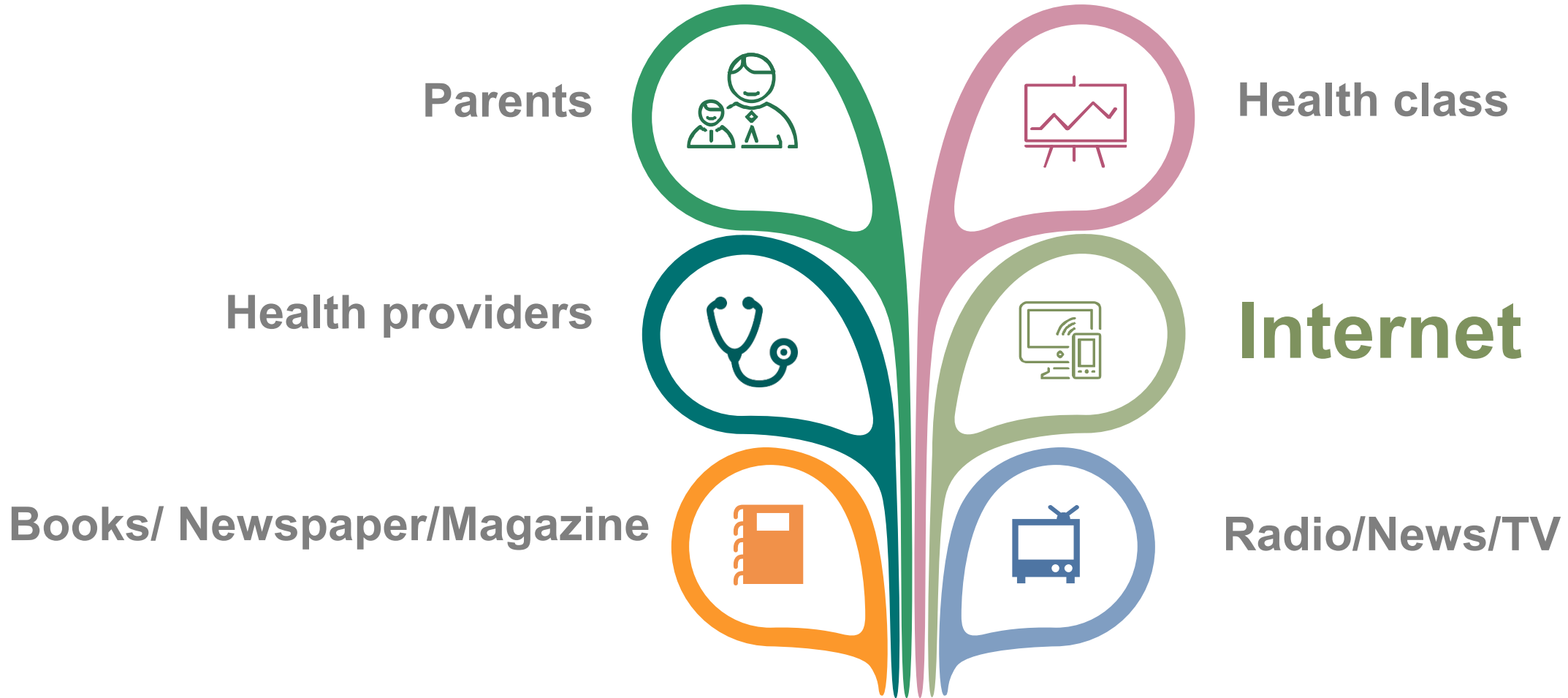
Own their on smartphone

- + Nearly all teens use regular texting
- + Majority of media is consumed by phone

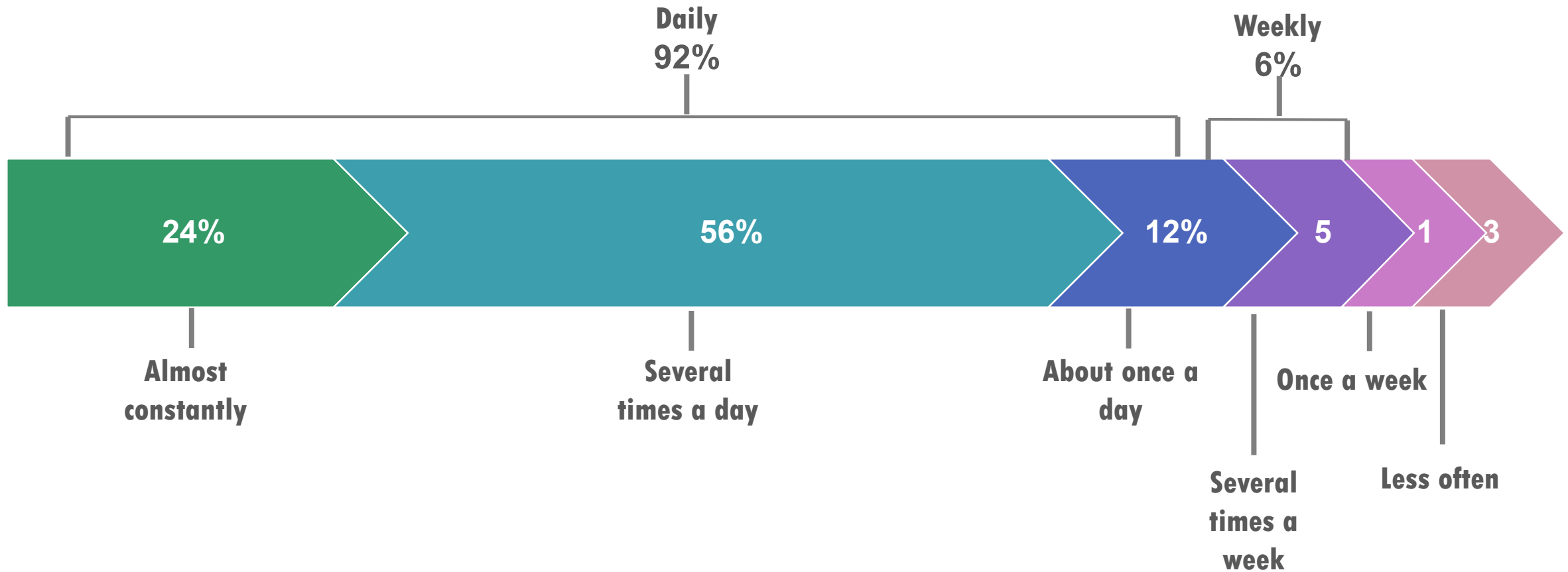
Source: Pew Research Center's Mobile Fact Sheet, February 5, 2018



Health info sources



Internet Use Frequency

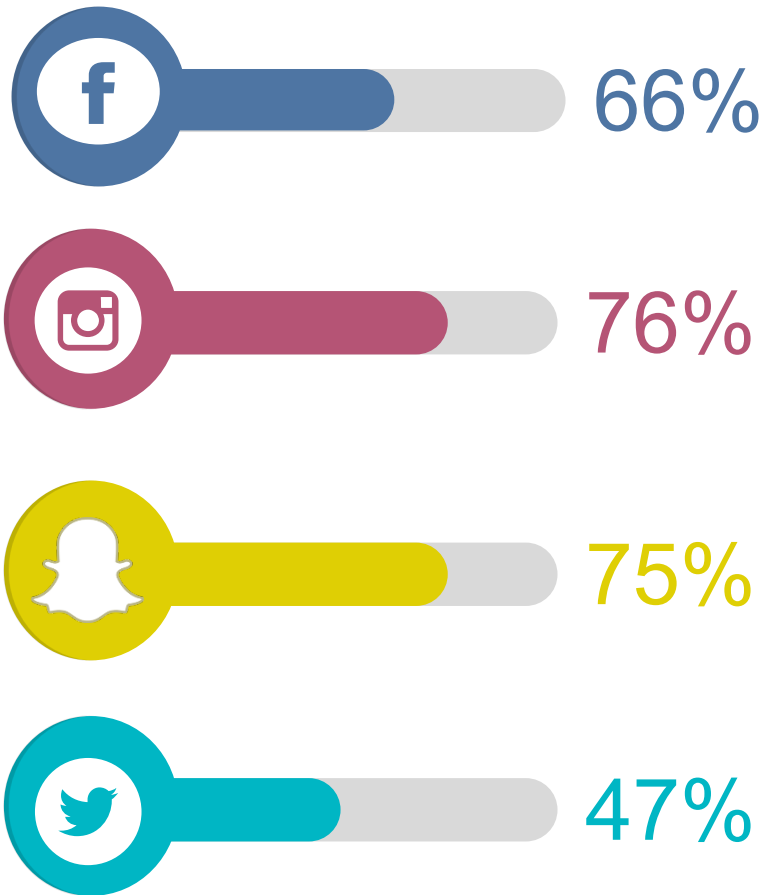


Source: Pew Research Center's Teens Relationships Survey, September. 25-Oct 9, 2014 & Feb.10-Mar.16, 2015.

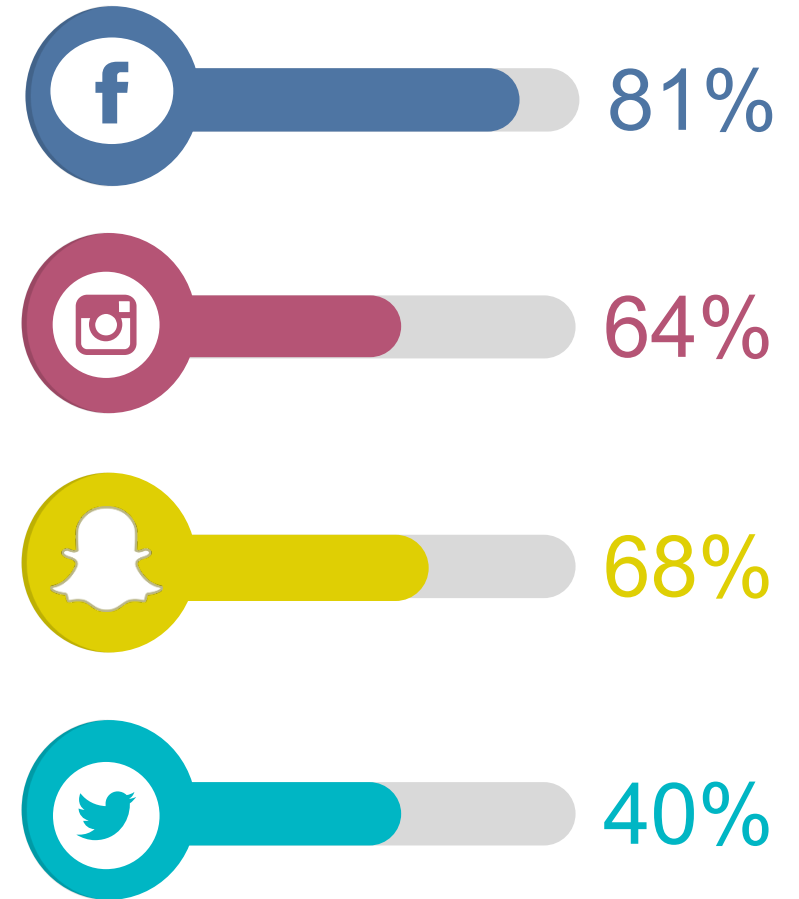


Top Platforms Used

Youth 13-17



Youth 18-24



Source: Pew Research Center's Social Media Use, 2018 & Mobile Fact Sheet, February 5, 2018. The AP-NORC Center for Public Affairs Research, 2016



Hashtags Trends

#ehtilb

#annie

#mysecretfamily

#CU46

#BlackLivesMatter

#IStandWithAhmed

#MeToo

#NeverAgain

Recruitment

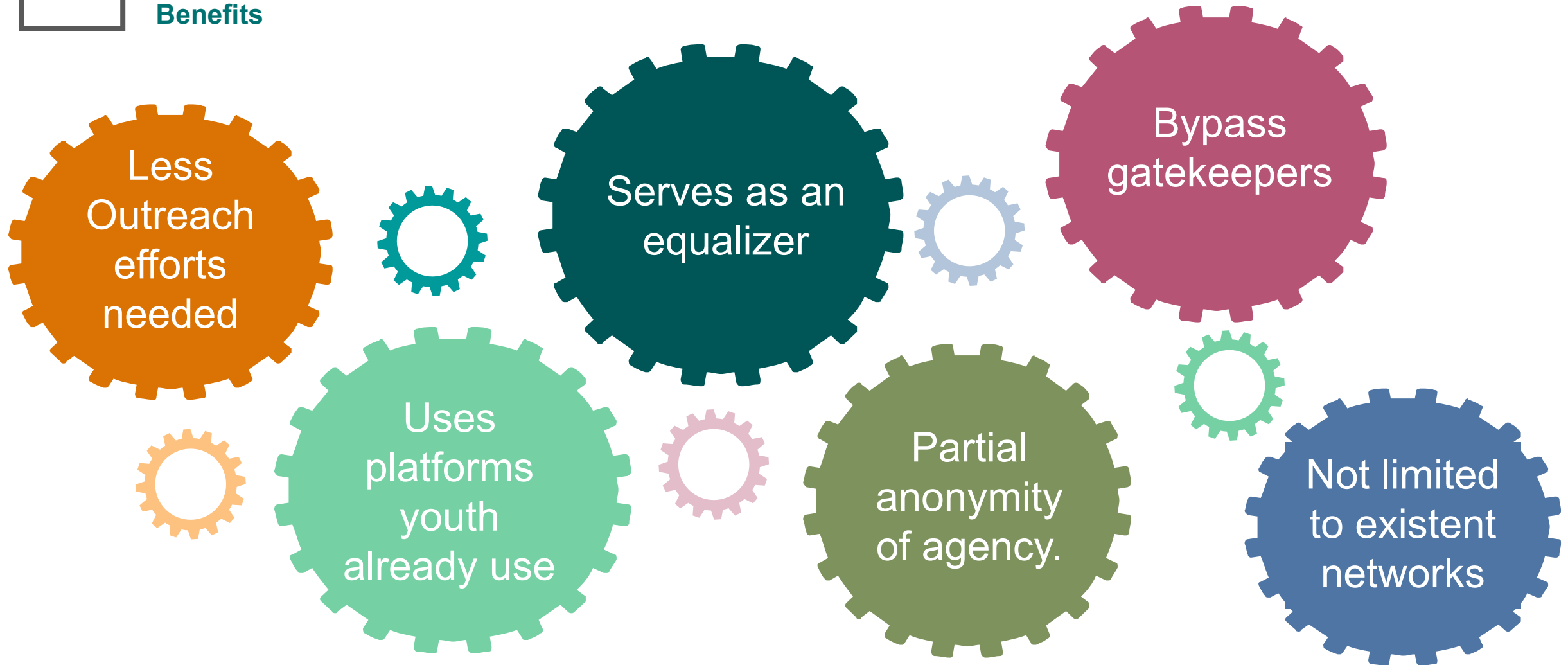
Using Social Media





Social Media Recruitment

Benefits





What you need to know...

Before using Social Media Recruitment

Purpose



Audience



Platform

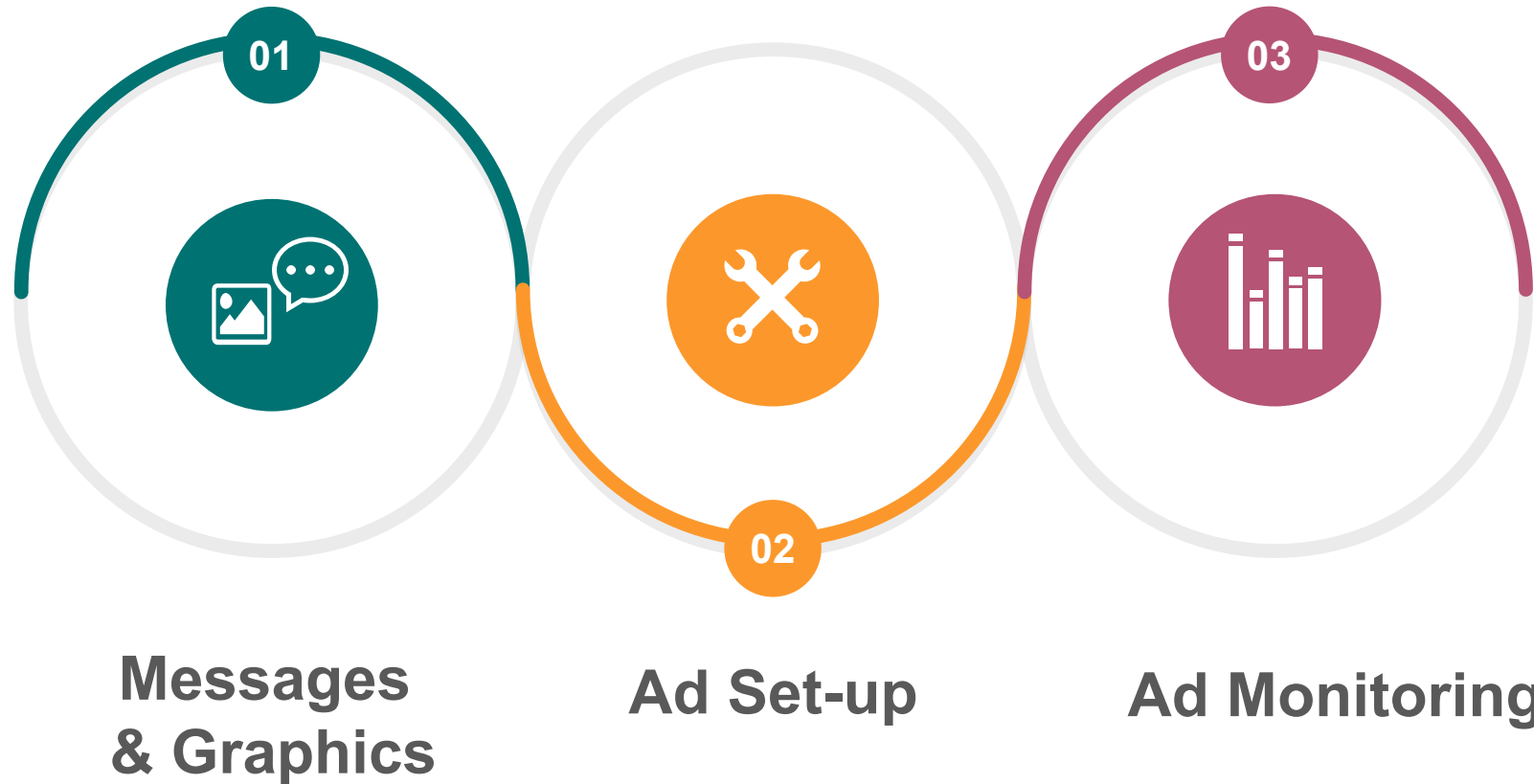


Budget



Ad Development

The Process





Ad Development Process

Messages and Graphics



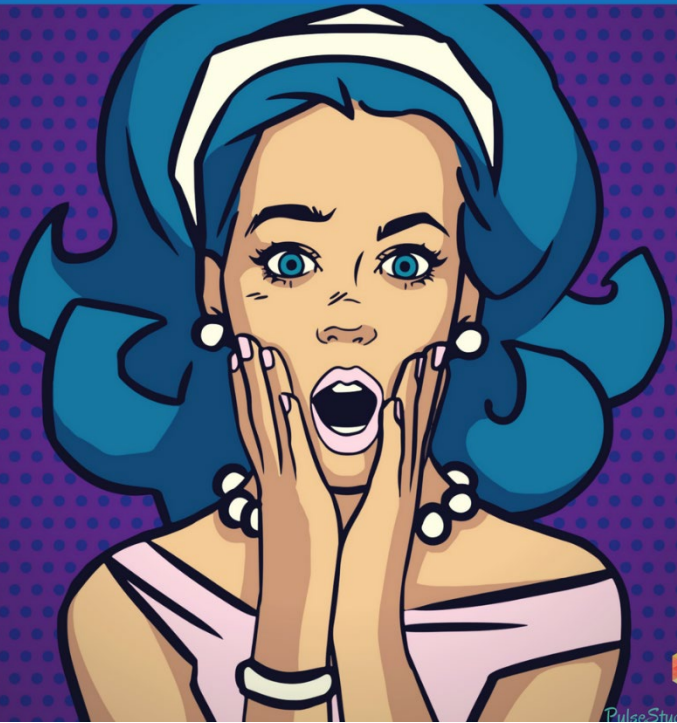
- **Tell them what you want**
- **Explore different motivation messages**
- **Graphics rule!**
- **Use engaging media**



Ad Development Process

Messages and Graphics: Current Events

TAKE BACK WOMEN'S HEALTH!



Be Your Own Valentine



Love Yourself





Ad Development Process

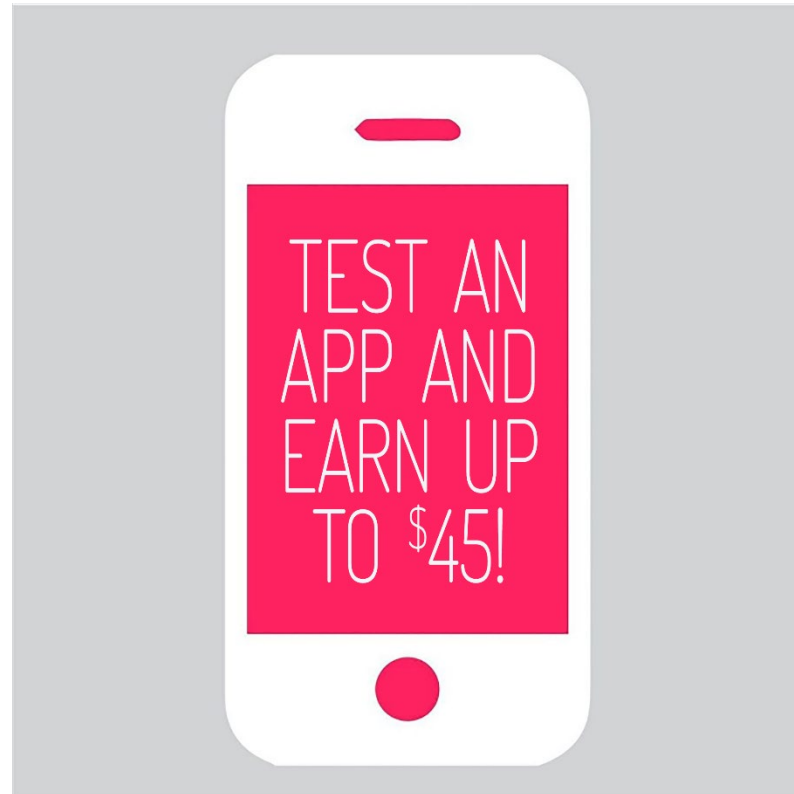
Messages and Graphics: Altruism





Ad Development Process

Messages and Graphics: Earn Money





Ad Development Process

Messages and Graphics: Take Action





Ad Development Process

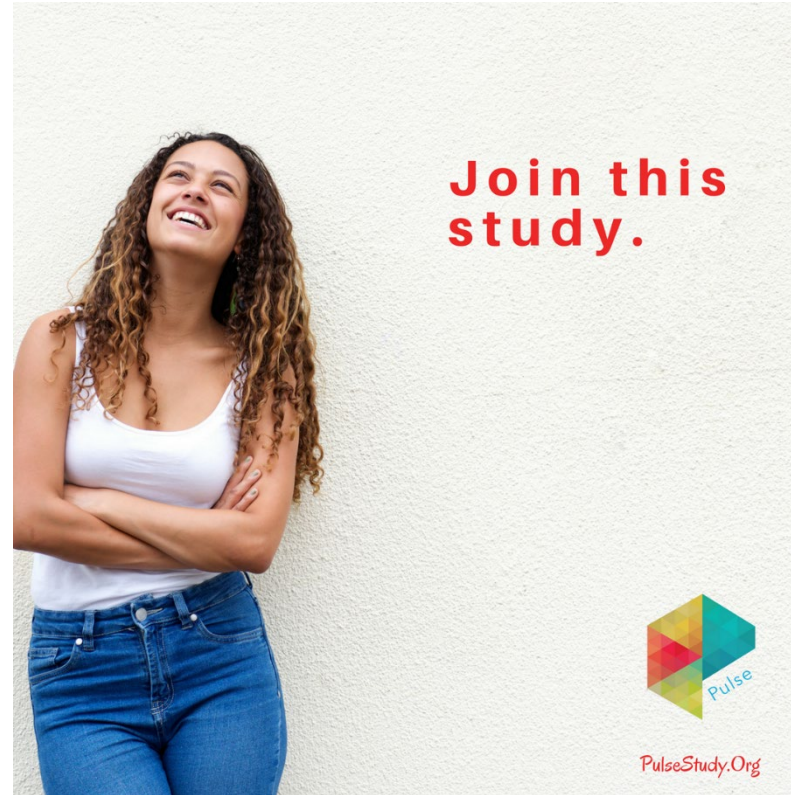
Messages and Graphics: Current Attitudes





Ad Development Process

Messages and Graphics





Ad Development Process

Messages and Graphics


**Be part of
something
bigger.**

**Be the
difference.**

Be heard.

Looking for
college-age women
to test a new health app.

Get up to \$70 for participating.

 @PulseAppStudy
 @PulseHealthApp
 @PulseHealthApp

 PulseStudy.Org



**Be a part
of something
bigger.**





Ad Development Process

Messages and Graphics

Make a
Difference.

Join a
Study.

Be heard.

Looking for
young women
to test a new health app.

Get up to **\$70** for participating.

 PulseStudy.Org


Make a
Difference.

Join a study.

Be Heard.

Looking for
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 @PulseHealthApp
 @PulseHealthAnn

 PulseStudy.Org

“Will they click on it ?”

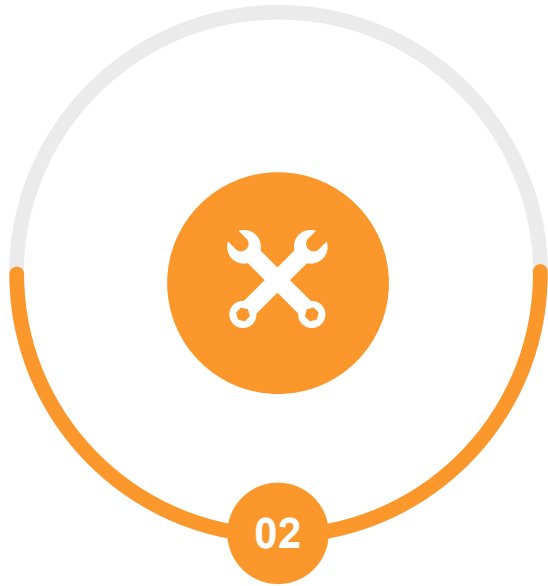
Part II

Small Group Activity



Ad Development Process

Ad Set-up



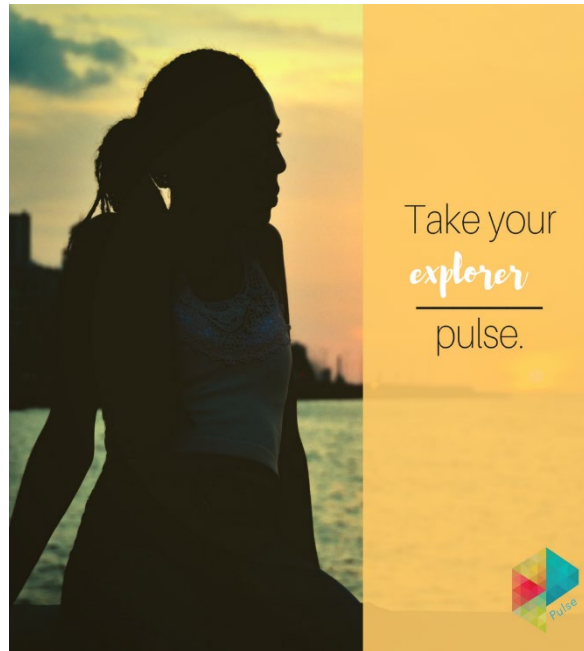
- **Test multiple social media platforms**
- **Be mindful of your budget**
- **Target your demographics**
- **Use affinities and hashtags**
- **Select graphic display strategically**



Ad Development Process

Ad Set-up: Carousel

Take your love bug pulse.





Ad Development Process


Ad Set-up: Different Platforms






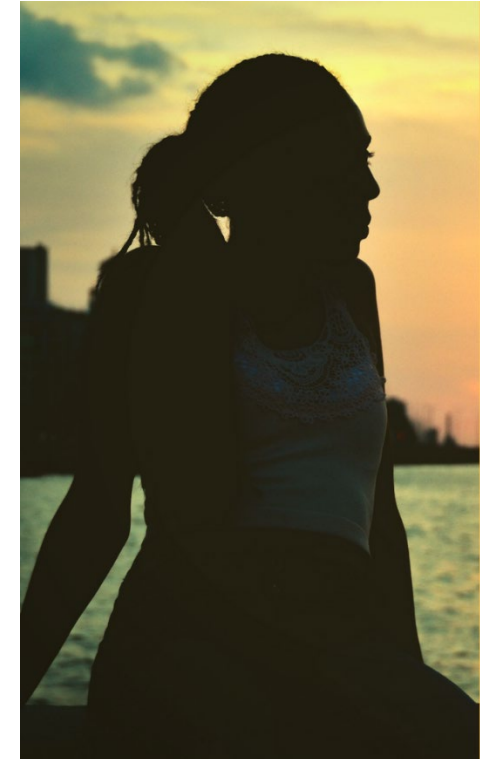
Ad Development Process

Ad Set-up: Different Platforms





Take your explorer pulse.

**Looking for college-age women to test an app.
Get up to \$70!**

Take your explorer pulse.





Ad Development

Ad Monitoring



- Facebook Ads Manager Dashboard
- Metrics Lingo
- Reporting
- Social Media Presence



Ad Development

Facebook Metrics

- **Impressions**
The total number of times your content is displayed
- **Reach**
The number of unique people who saw your content
- **Unique Clicks**
The number of clicks from a single computer
- **Click to Rate (CTR)**
The total number of clicks to your ad divided by the number of impressions.



Ad Development

Ad Monitoring



**How will you use
Social Media to recruit youth?**



References

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Thank You!

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