Unit 14

Using Social Media for

Community Engagement

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| Overview  The purpose of this unit is to provide an overview of how to use social media for community engagement.  Objectives  By the end of the unit trainees will:   * Be familiar with the reasons to use social media for community engagement. * Understand the importance of deciding on the voice of the Clinical Research Site that will be used by anyone involved in posting or responding to comments.   Materials   * Using-Social-Media-for-CE.ppt * Social Media Strategies Info Sheet – version1 * Social Media Glossary – version 1   Approximate time  (75 minutes) |

# Warm-up/Introduction (15 minutes)

## Preparation

**Step 1:** Review the social media feeds (such as Facebook, Twitter, or Instagram) of some familiar global companies as a group, considering not only their original posts, but also the content they share, and the way they respond to comments. Try to answer these questions:

* Can you identify their voice? What image are they trying to project?
* Do you think one person handles their social media, or a team? Why did you come to that conclusion?
* Can you identify their strategy for posting? Is it daily, multiple times a day, etc.? Do they prioritize posts about their own scope of work, related work/activities in the wider field, posts that are just fun/entertaining, etc.?
* Does your site have restrictions, suggestions or policies regarding social media conduct and brand recognition?

Companies to consider reviewing might include: Nike, Coca Cola, Sanofi, Janssen (but feel free to select others as well).

# Presentation of Information (30 minutes)

## Preparation

* *Intro-to-bnAbs.ppt*

## Procedure

**Step 1:** Go through the PowerPoint presentation using the speaker’s notes. Stop for questions as they come up. If there are questions you cannot answer, write them down and contact your site PI or Community Engagement Project Manager at HVTN Core to help provide answers.

Provide the Strategies Info Sheet and the Glossary as supplemental handouts that people can keep.

**Group work (15 minutes)**

## Procedure for sites already using social media

Review some of your sites previous posts on one specific social media platform. What is your site’s Voice/Brand? How does the group feel that your site’s social media presence should change to best reflect the organization and the work you’re doing?

## Procedure for sites not yet using social media

In advance of the training, identify another HVTN site that is already using social media, and follow them on one social media platform (e.g. Facebook, Twitter). With the group, pull up their page on the platform and project it on a screen for all to see. Review some of their posts together. What do you think their Voice is? What feeling do you get about that site, about their organization, or about the work they are doing? Note some examples of things the group likes or dislikes to use as a guide for planning your own future social media presence.

# Wrap-up Activities (15 minutes)

## Procedure

**Step 1:** Use this as an opportunity to get feedback from the group about how the site might use social media (if you are not yet doing so), or how you might change the way you use social media going forward. Consider seeking their input about these topics:

* Which social media platforms should the site be using?
* Does the site have a strategic plan for the use of social media?
* Will education, recruitment and retention be considered when posting to social media platforms?
* Is the time spent using social media benefiting site goals?
* Should the site be using free, organic posts? Or should they also consider using paid advertising?
* What should the site’s voice be? What qualities need to be communicated to stakeholders through social media?

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