

Social Media Workshop
NIEHS Children's Environmental Health Center's Meeting
October 23, 2018
National Institute of Environmental Health Sciences
Research Triangle Park, North Carolina
#CEHC2018 #ProtectKidsHealth

Workshop Description

This workshop covered a variety of ways to incorporate social media, an increasingly important outreach tool in public health, into community outreach and translation work including specific communication about research studies. An expert panel moderated by SMW team member Brenda Koester, discussed the use of social media for public health communication. Following the panel discussion, three interactive three interactive workshops were offered for participants to choose from. See below for links to panel presentations, workshop resources, and bios of the presenters.

The workshop was organized by the Social Media Workgroup of the CEHCs and PEHSUs. Funding from the workshop was provided by NIEHS.

Learning Objectives

By the end of this workshop, participants will be able to:

- Recognize the value of social media for public health communication
- Describe two key components of a social media strategy
- Select social media metrics that are meaningful for your objectives
- Give an example of how social media can increase reach and engagement with an organization's target audience
- Describe how social media can be used to promote the outreach efforts of partner organizations
- Translate existing scientific findings into meaningful messages for target audiences on social media

Workshop Presenters

Susan Lamontagne
President, Public Interest Media Group, Inc.

Ryann Monahan
Communications Specialist, Family Resiliency Center, at the University of Illinois U-C

Veronica Thomas
Communication Strategist, RTI International's Center for Communication Science

Panel Presentations

[“How to get social media to work for you”](#)

Susan Lamontagne

During the panel presentation and discussion, Susan Lamontagne will be speaking about how social media can help us in our work and how to develop a credible presence with minimal effort. She will share her expertise on figuring out our audiences and how to effectively reach them. She will also touch upon finding and developing a social media “voice” to most effectively communicate our messages. Case examples from social media channels of CEHCs will be used.

[“Who Said Journalism is Dead?: Using traditional journalism approaches to translate research into a consumable format and disseminate on social media”](#)

Ryann Monahan

Taking an “old school” journalism approach, research communications specialist and former broadcast journalist Ryann Monahan will take you through a strategic step-by-step process of using your research to create new media content that can be used on social, digital, and podcasting platforms. Learn how to strip down the details to a succinct and consumable format while maintaining the integrity of the findings.

[“Developing a Strategy and Measuring Impact”](#)

Veronica Thomas

During the panel presentation, Veronica Thomas will outline and describe the key components of a successful social media strategy, including defining your audience and objectives; selecting the appropriate platforms, content, and engagement strategies; and monitoring and measuring metrics.

Workshops

[Session 1: Developing a voice and content for social media](#)

Susan Lamontagne

This workshop will explore the different types of environmental and public health content that our centers/PEHSUs typically post, and what types of content are effective for particular platforms and audiences. Participants will learn the skills necessary to write clear and catchy posts that will most effectively reach their target audiences.

Handout: [Writing great social media posts](#)

Handout: [Social media use in 2018: Pew Research](#)

[Session 2: Research Dissemination Through Social Media Content Creation](#)

Ryann Monahan

This workshop will take you through the steps of creating social media content from both non-published and published research. This workshop will explore the wide-reaching opportunities you have to create content from the vast amount of information in your research wheelhouse and get your audience to “stop their finger” on their social media newsfeed and want to know more. You will leave this workshop with experience creating social media content from a research paper. Two case studies will be used to show you how to derive content and translate it into a consumable format for your target audience on social media platforms. This workshop will also show you how to take an “old school” journalism approach to

gathering, translating, and disseminating research on new media platforms. You will learn new tools to reach your target audience so that they can apply research findings to their everyday life.

Handout: [Workshop Packet](#)

Session 3: [Master Social Media: Developing a Strategy and Measuring Impact](#)

Veronica Thomas

Social media is a powerful tool, but it can also be an unwieldy and overwhelming one to master – or even tame. Where do you begin? If you already have an account, how do you increase followers and engagement? Or analyze metrics to assess your impact? In this interactive workshop, representatives from Children’s Environmental Health Research Centers will learn and practice how to develop an actionable social media strategy, including:

- 1) Understanding your audience;
- 2) Defining SMART objectives;
- 3) Selecting platforms, content, and engagement strategies;
- 4) Leveraging tools to preserve resources and increase efficiencies; and
- 5) Monitoring and measuring reach and impact.

The workshop will include a mix of lecture and individual and small group exercises. Regardless of where you are in your social media journey – whether you have just started or have been using social for years – this workshop will help you better harness social media to generate interest and awareness in your research, foster engagement with your audience, and encourage behavior change. At the end of the workshop, grantees will have a draft social media strategy to take back to their organizations for refinement and implementation.

[Worksheet used during the workshop](#)

Presenter Biographies

Susan Lamontagne

A veteran campaign and media strategist, Susan founded the Public Interest Media Group, Inc., in 1997 to help advocacy organizations and health care organizations communicate more effectively. She has developed campaigns to improve health care coverage, prevent HIV/AIDS, reduce teen pregnancy, tackle childhood obesity, and educate lawmakers on the health effects of toxic chemical exposure. For seven years she led media outreach for Robert Wood Johnson Foundation health policy and medical researchers who studied health disparities, health care costs, quality, and coverage trends on behalf of IQ Solutions. Prior to founding PIMG, Susan was vice president of media relations at Planned Parenthood Federation of America, the largest women’s health provider in the U.S., where she directed efforts to protect reproductive rights and Title X funding. She was press secretary to U.S. Senator Arlen Specter of Pennsylvania and chief spokesperson and communications director for his 1992 reelection campaign and later served as director of the New York City press office for New York Governor Mario Cuomo. She started her career working for C-SPAN covering congressional hearings and U.S. Supreme Court appointments.

Ryann Monahan, MS

Ryann is the Communications Specialist for the Family Resiliency Center, a research and policy center, at the University of Illinois at Urbana-Champaign. She is a former broadcast journalist and has worked in higher education instruction since 2012 as an adjunct instructor in the University of Illinois Urbana-Champaign Department of Journalism. She is a communications strategy developer and executor with experience in higher education social media content production and management. A digital content creator, she has produced and hosted several podcast series. Monahan is also a founder and director of Project Athletes, a non-profit organization. She holds a BS in Media Studies and a MS in Journalism from the University of Illinois at Urbana-Champaign. She's a master-multitasker and credits that skill to her three young boys.

Veronica Thomas, MPH

Veronica is a communication strategist in RTI International's Center for Communication Science, who is skilled in digital and social media strategy, translating research for the public, human-centered design, and qualitative research. Ms. Thomas has developed the content strategy and managed social media campaigns for numerous federal clients including the Administration for Children and Families, the CDC's National Center for Birth Defects & Developmental Disabilities, and the Department of Justice (DOJ). She has written a *Social Media Toolkit* for Adolescent Pregnancy Prevention grantees and conducted workshops at national conferences on developing a social media strategy and enhancing engagement. In addition, she manages the social media platforms for the DOJ-funded Sexual Assault Kit Initiative grant program and is currently designing a national social media campaign on positive youth development for the Office of the Assistant Secretary of Health, within the U.S. Department of Health and Human Services. Her professional background is in stakeholder engagement, research dissemination, and health journalism, and she holds a Master's in Social and Behavioral Sciences from the Harvard T. H. Chan School of Public Health, with concentrations in Health Communication and Maternal and Child Health.

Workshop Organizers

Social Media Workgroup members of the Children's Centers and PEHSUs

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