

We Think Twice:

A Youth-Centered Digital Media Campaign to Promote Healthy Decisions and Behavior

Owen Burns – Family and Youth Services Bureau
Amanda Seagroves and Denise Dickinson – RTI International
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DISCLAIMER

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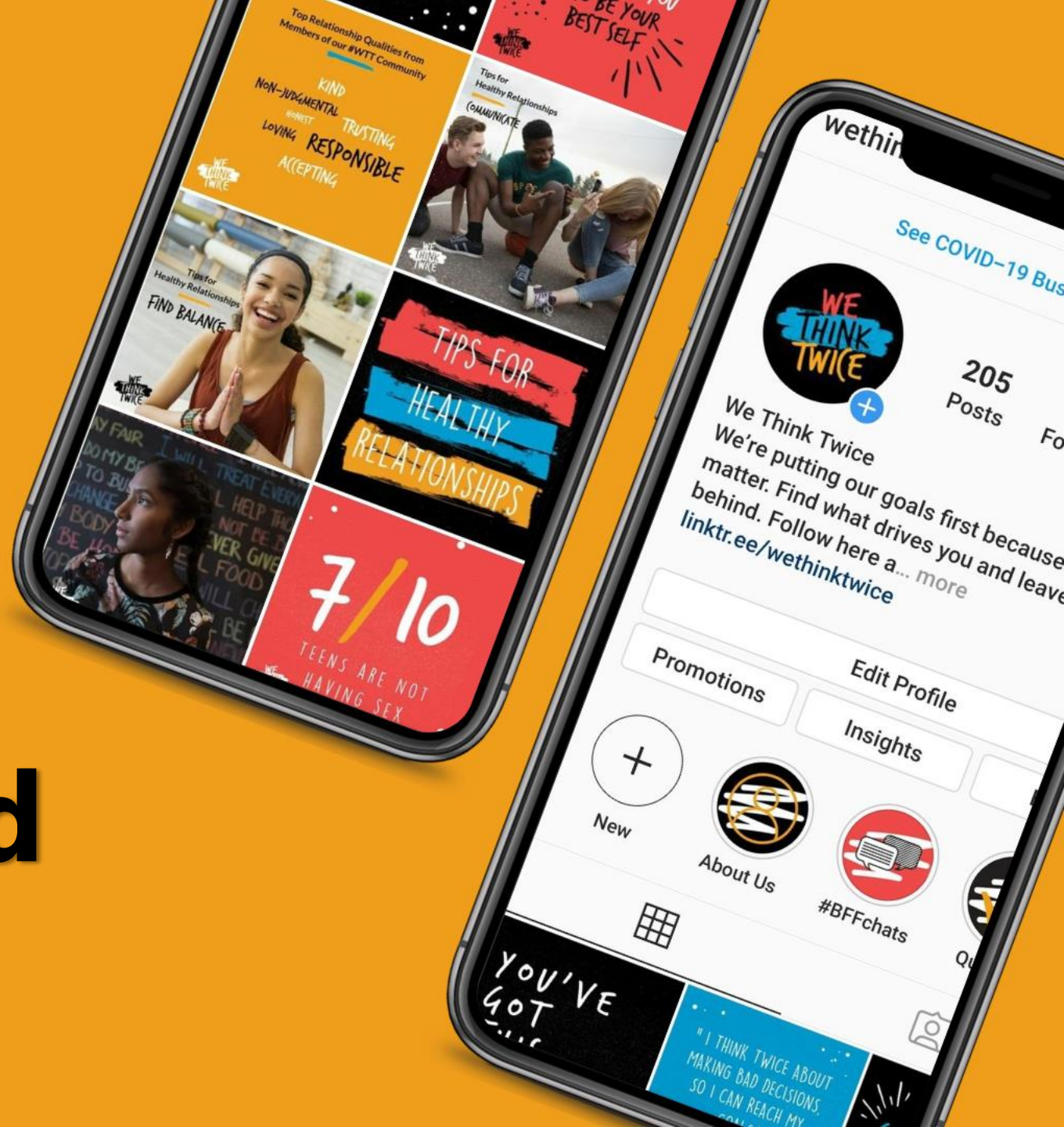
OBJECTIVES

- ✓ Participants will learn key lessons from the first year of a social media campaign aimed at supporting adolescents' decisions to avoid adverse risk-taking behavior.
- ✓ Participants will learn about tools and products that have been developed for youth and youth-serving providers.
- ✓ Participants will identify how their organizations can incorporate communications and strategies to empower teens to make healthy decisions on relationships, goals for the future and avoiding non-marital sex.

AGENDA

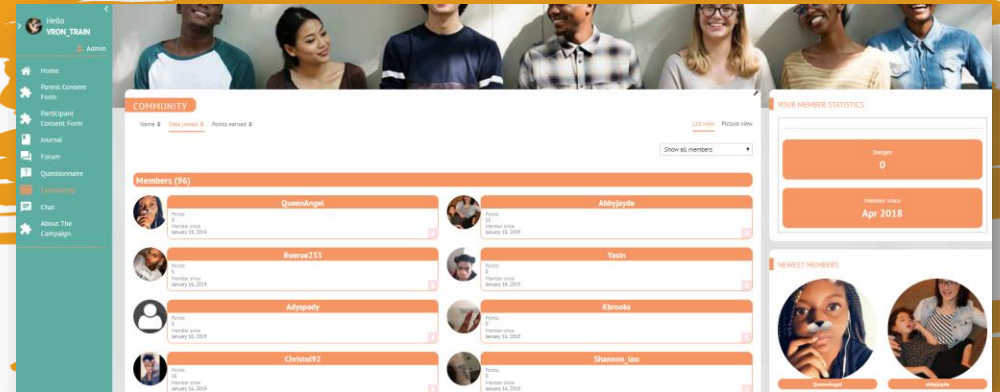
- ✓ Overview & Background
- ✓ Engagement Through Instagram
- ✓ We Think Twice Website
- ✓ Youth-Focused Products
- ✓ Tips for Developing Your Own Social Media Strategy
- ✓ Q&A

Overview and Background



Our Aims

- Design a comprehensive digital media campaign *with* youth *for* youth
- Shift perceptions and social norms, and support resistance to negative peer pressure
- Build teen knowledge and skills to:
 - Form **healthy relationships**
 - Set **goals** for the future
 - Feel **empowered** to make healthy decisions



Components of the We Think Twice Campaign

The Hive

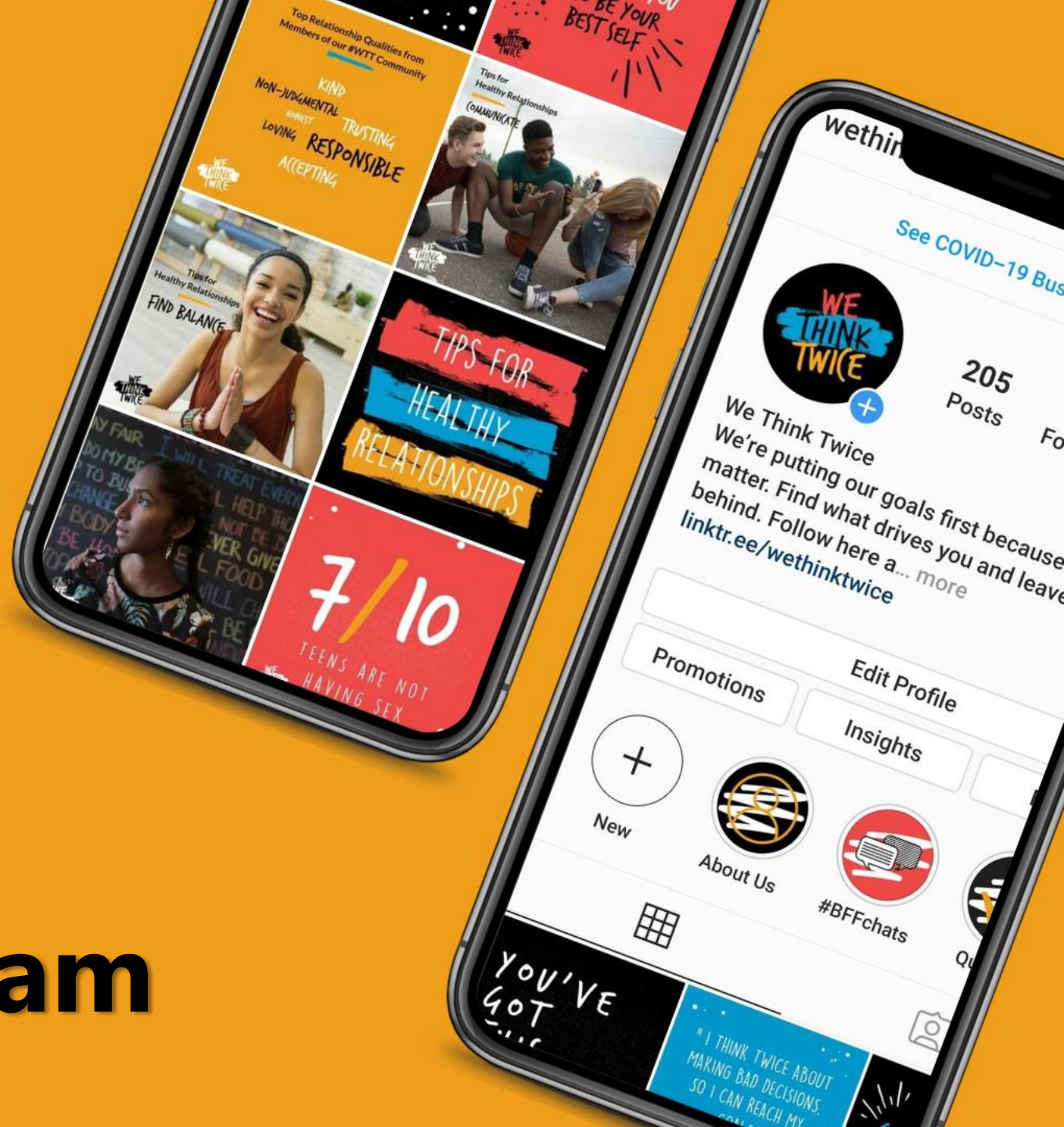


Digital products for youth

@WeThinkTwice
Launched July 2019

**Tools for youth-
serving
professionals
(The Exchange)**

Engagement Through Instagram



Instagram Strategy

- Develop original organic newsfeed content and stories
 - Goal to post 3-5 times per week
 - Found that posting in the evenings led to better engagement but did not find different levels of engagement on weekends
- Introduce paid promotion beginning in November 2019
 - Promote ads that “perform” best organically
 - Performance based on engagement and action
- Leverage contests and giveaways and partner with Instagram influencers to share messages and extend reach
- Continue to encourage youth serving partners to get involved and share messages



Campaign Progress: A Movement in Motion

EXPOSURE



6.97 million
social media impressions*

**The total number of times content has been seen by Instagram users. Paid & Organic impressions combined.*

ENGAGEMENT



8.04%
Average Instagram engagement rate while increasing followers

INFLUENCE



300+ youth
engaged through The Hive and testing activities, resulting in 3 posts tagged by youth and youth organizations

ACTION



98,267
video views and story completions**

***Video views are based on GIFs posted to our Instagram account, and story completions are from the profile highlights. Paid & Organic metrics combined.*

ACHIEVEMENTS

*July 2019 through
October 2020*

Key Takeaways: Instagram Organic Content

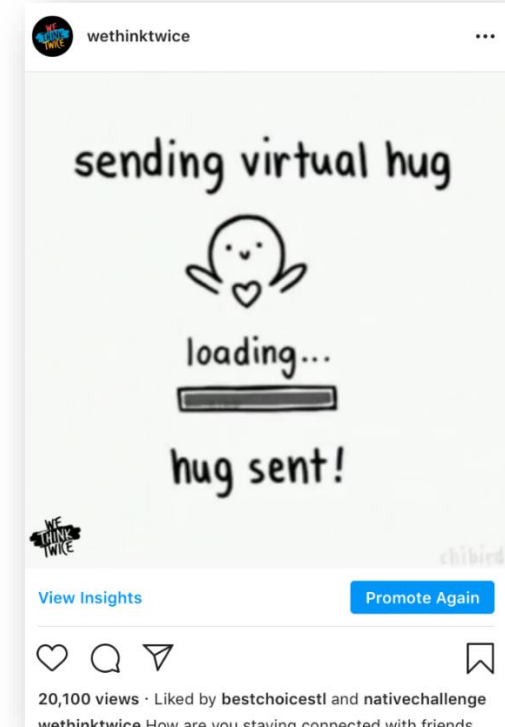
Top Content

- Fun and engaging visuals (GIFs, graphic design)
- Messages on healthy relationships
- Unknown facts about youth behavior, scientific content about the brain
- Inspirational/motivational messages
- Call-to-action post format

Other Key Findings

- Inspirational/motivational content drives action
- Topics around healthy behavior & mental health resonated with the target audience
- A balance of animated GIFs and static images creates a diverse feed that promotes user engagement

Best Performing* Organic Post



**Performance calculated by Best Engagement Rate: Engagements/Impressions before Promotion*

Key Takeaways: Instagram Promoted Posts

Goal = We Think Twice Instagram Profile Visits

Top Content

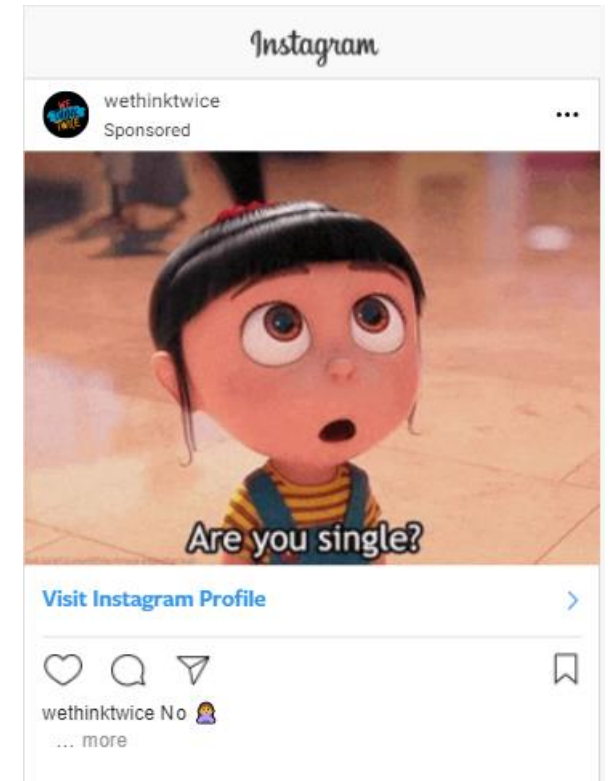
- Funny or cute memes and GIFs
- Timely content (e.g., holiday-related posts)
- Mental health messages
- Facts about the adolescent brain
- Inspirational/motivational messages
- Healthy relationships messages

Other Key Findings

- The majority (75%) of the We Think Twice promoted posts had **above average** engagement and/or conversion rates compared to other ads targeting the same audience

Best Performing Promoted Post

Resulted in 131 new followers!



Verified Status and Profile Highlights



wethinktwice 

Edit Profile



238 posts

1,407 followers

33 following

We Think Twice

We're putting our goals first because our futures matter. Find what drives you and leave the drama behind. Follow here and on Facebook. [#WeThinkTwice](#)

linktr.ee/wethinktwice



About Us



#BFFchats



Quizzes



#MoreOfThis



Relationships

Engaging Instagram Influencers



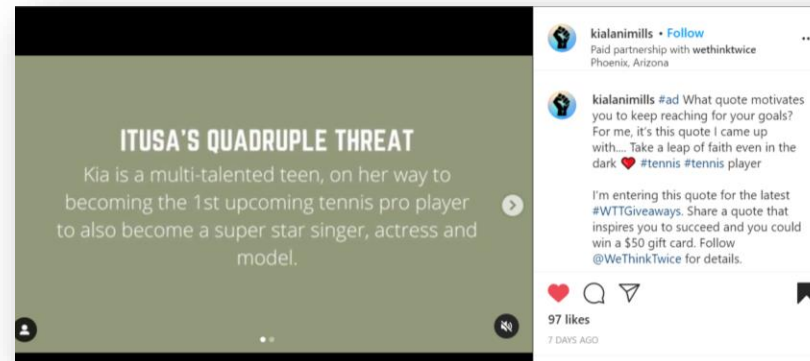
@medha.upadhyay, Class of 2020 Graduate, swimmer and Native American youth, who also owns her own Etsy shop
7,740 followers



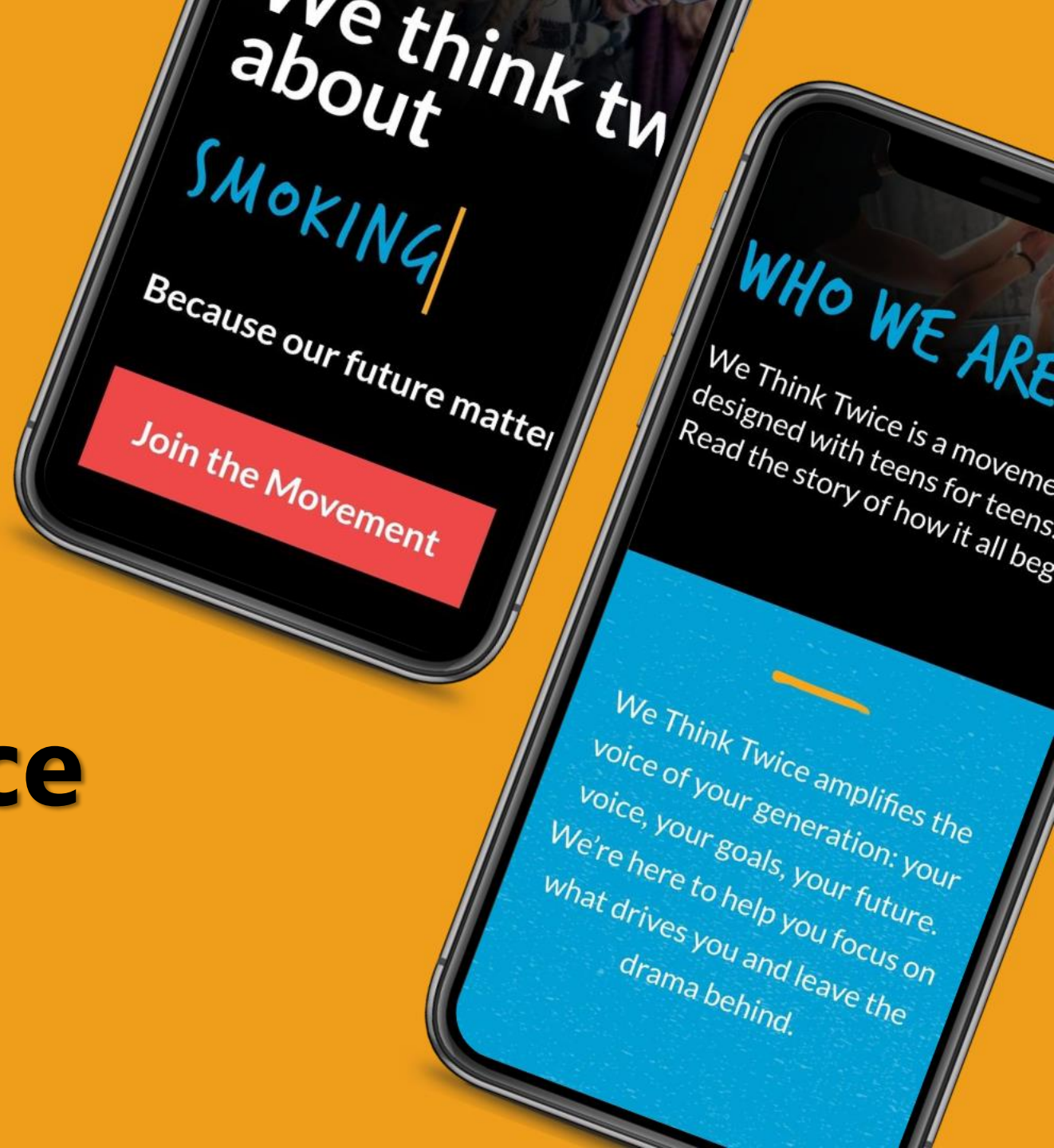
@kialanimills, a 14-year-old aspiring professional singer from Phoenix, AZ
69K followers



@brettraio, a 17-year-old faith-based singer/songwriter from Maine
58K followers



We Think Twice Website



Website Designed With and For Youth



[Know the Facts](#) ▼

[Take Action](#)

[Get Social](#)

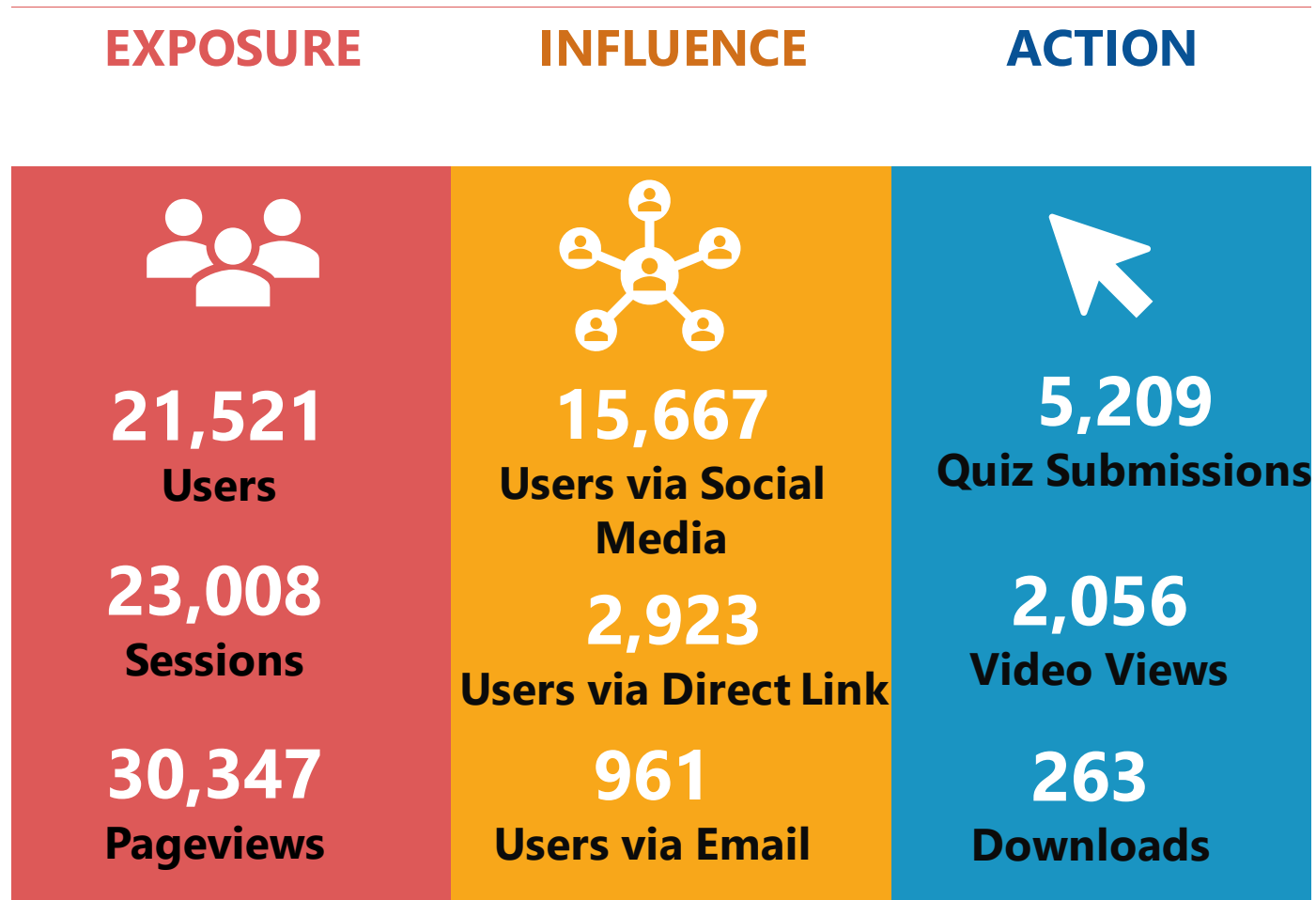
[Who We Are](#)

We think twice
about **RELATIONSHIPS**

Because our future matters.

[Join the Movement](#)

Reach and Engagement



Time Period: April 24 – November 5, 2020

Campaign Website

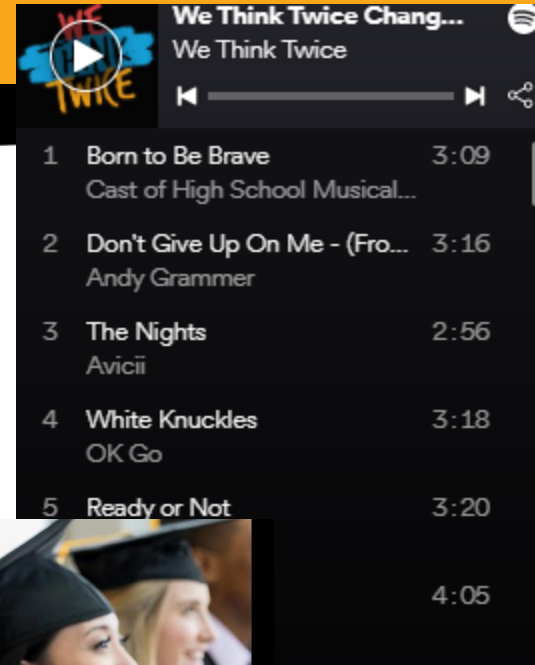
Highlights We Think Twice products and other youth-friendly resources

Topics:

- Healthy Relationships
- Goal-Setting and Success
- Smart Choices
- Mental Health (including coping with COVID-19 challenges)

Products

- Quizzes
- Listicles
- Playlists
- Instagram posts
- Videos



Over the course of their lifetime, how much more do people with a high school diploma or GED make than those who don't have either?

\$1,200,000 more

\$500,000 more

\$120,000 more

MY GOAL IS

TARGET COMPLETION DATE

STEPS TO REACHING MY GOAL

STEP 1:

STEP 2:

STEP 3:

STEP 4:

TWO THINGS THAT WILL HELP ME REACH MY GOAL

ITEM 1:

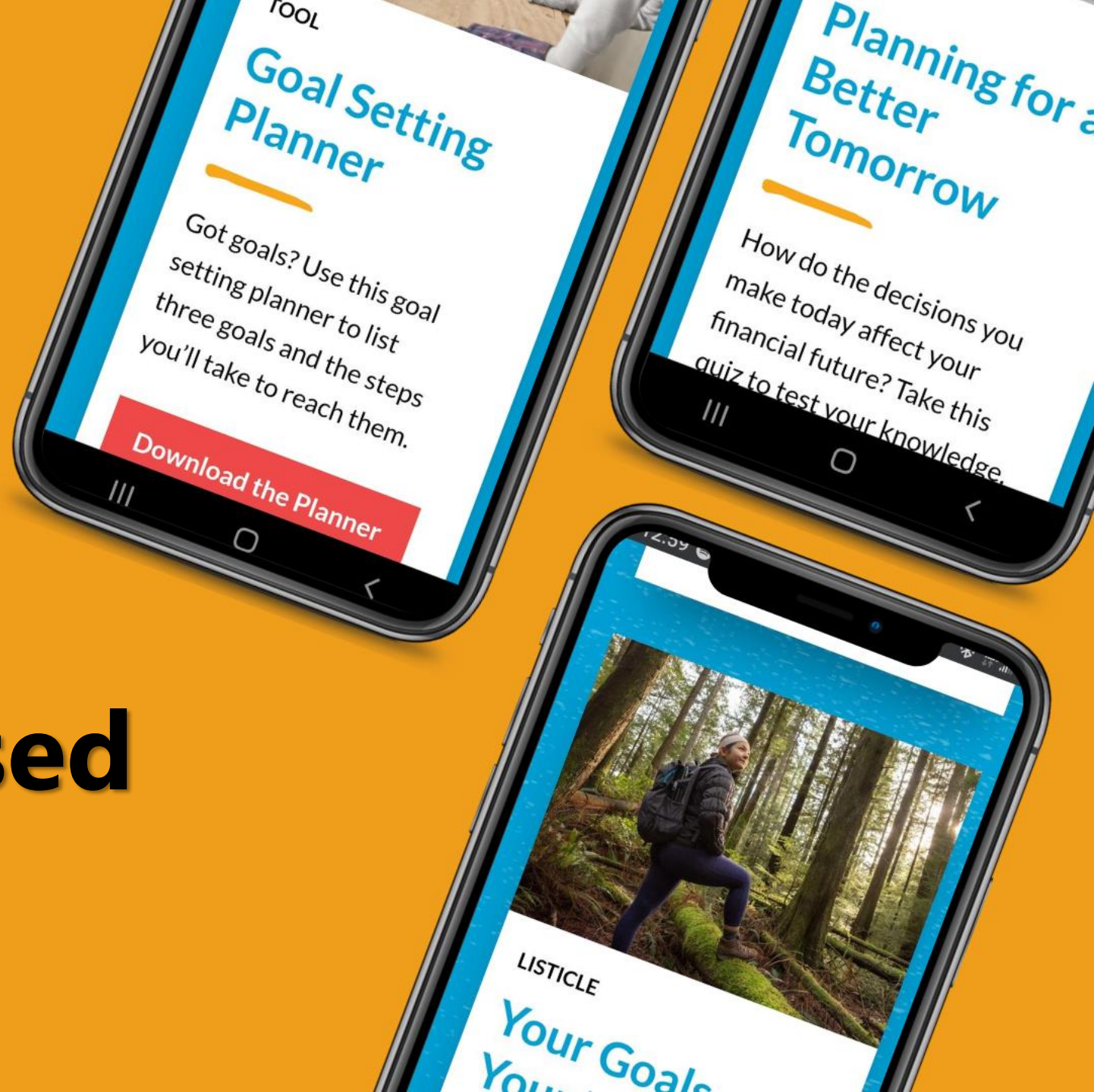
ITEM 2:

PEOPLE WHO CAN HELP ME REACH MY GOAL

I WILL REWARD MYSELF WHEN I REACH MY GOAL BY



Youth-Focused Products



Youth-Focused Products



Live on the We Think Twice Website

QUIZZES

- *Check Your Reality*
- *Perfect Person*
- *Real Cost of Caring for a Baby in Your Teen Years*
- *Planning Today for a Better Tomorrow*

LISTICLES

- *6 Secrets to Becoming an Inspiring Teen Leader!*
- *Your Goals. Your Future: 4 Steps You Can Take Today to Prepare for Tomorrow*

VIDEO

- *Dreams Over Drama*

MOTIVATIONAL SPOTIFY PLAYLIST

- *Changemakers Playlist*

PLANNER

- *Goal-Setting Planner*

INFOGRAPHIC

- *Write a Winning Resume*

Under Development



GAME

- *Healthy Relationships Challenge*

MATCHING ACTIVITY

- *Find Your Mentors*

VIDEOS

- *Our Goals, Our Lives* (inspiring stories)

Demo of Digital Products

How Your Youth Can Get Involved



Follow Instagram: [@WeThinkTwice](#)

Follow on Facebook: [@wethink2](#)



Visit www.WeThinkTwice.org



Encourage the youth you serve to join our online research community, **The Hive**, where they can earn points towards gift cards and help shape our campaign!

<https://thehive.cmnty.com/>



If you are interested in helping us coordinate **design sessions** with groups of youth virtually, please email us: APPTTA@rti.org

Why Does Social Media Matter?

Why Does Social Media Matter?

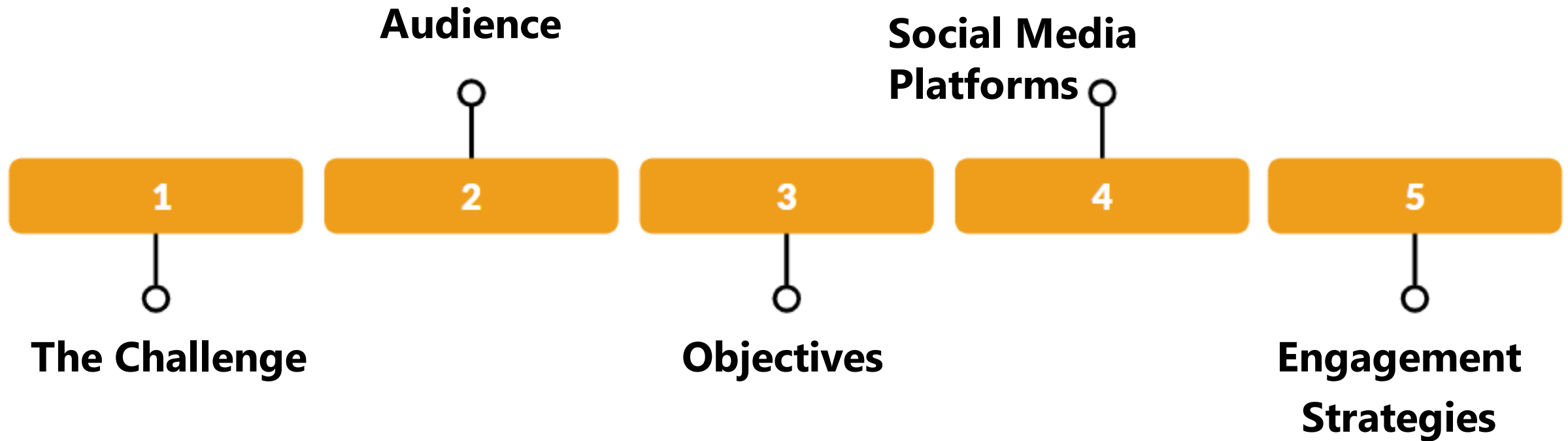
- Many teens have their own smartphone, and most teens engage with at least one social media platform.
- Teens spend, on average, 7 to 9 hours a day online.
- YouTube, TikTok, Instagram, and Snapchat are some of the most popular platforms that teens are using, with the video sharing app TikTok becoming a fast favorite.



Tips for Developing Your Own Social Media Strategy



Outline Your Strategy



Tools & Tactics to Help Along the Way

- Social Media Listening
- Inspiration Board
- Editorial Calendar
- Scheduling and Management Tools like Hootsuite or Buffer
- Free Graphic and Video Tools like Canva, Animoto, Unsplash, Pexels
- Social Media Ambassadors/Influencers
- Boosted Posts and Ads



What is one way your organization will incorporate strategies from this presentation to promote your program and your message with the teens you serve?

The image features a solid orange background. In the center, there is a white, irregularly shaped area that resembles a piece of torn paper or a splash. The edges of this white shape are jagged and uneven. Centered within this white area is the word "Questions?" in a black, sans-serif font.

Questions?