



# Meeting Youth Where They Are: Social Media Engagement Strategies to Engage Youth in Programs & Services

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Title X Grantee Conference

The Future of Title X | Building a Better Tomorrow

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Healthy Teen Network

# Disclaimer

*The contents are solely the responsibility of the authors and do not necessarily represent the official views of HHS, OASH, and OPA.*

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# Facilitators:



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# Our Time Together:



Welcome & Introductions



Why Social Media?



Recruiting & Engaging Youth in the Digital Age



Case Study: SafeSpace



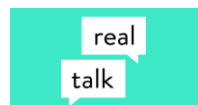
Reflection & Wrap Up



Questions?



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# Our Goals for Today:

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

1. Describe at least three benefits of conducting simple tests of digital campaigns to effectively engage young people;
2. Identify at least five emerging trends and best practices for social media-based recruitment of youth of color and LGBTQ+ youth;
3. Implement at least one digital engagement strategy to increase adolescents' awareness of sexual and reproductive health program and services, including Title X services.

# Why Social Media?

*Meeting youth where  
they're at, online.*

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TO DECIDE

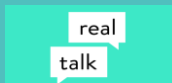
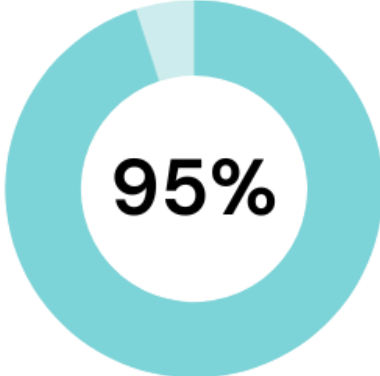
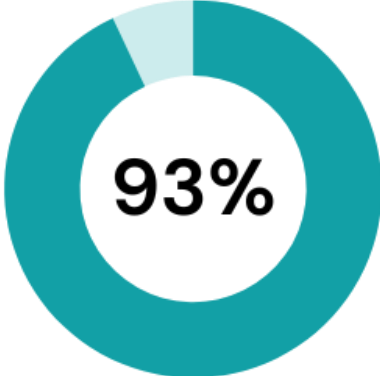


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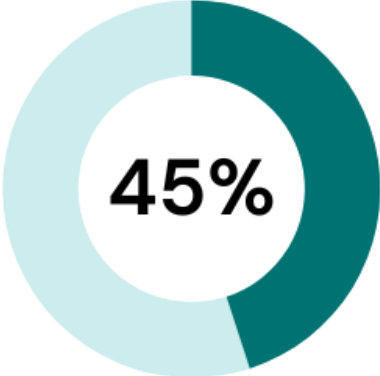
# Social Media Today



Youth have access to a smartphone



Youth aged 14-22 use social media, most daily



Youth say they are online "almost constantly"



[According to Pew Research Center](#)

# Uses for Social Media

## Connection

- With more than 2 billion active users worldwide, online social media platforms have the potential to serve as vehicles for connection and powerful channels for public health—including sexual health initiatives.

## Inform

- Spreading information is a common use of media, even for young people! 37% of teens think social media helps people their age find trustworthy information ([according to Pew Research Center](#)).

## Engage

- We can utilize comments, DMs, or online surveys when engaging with youth on social media and we can give our posts some extra zest by including visually appealing graphics.

# Recruiting Youth in the Digital Age

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talk

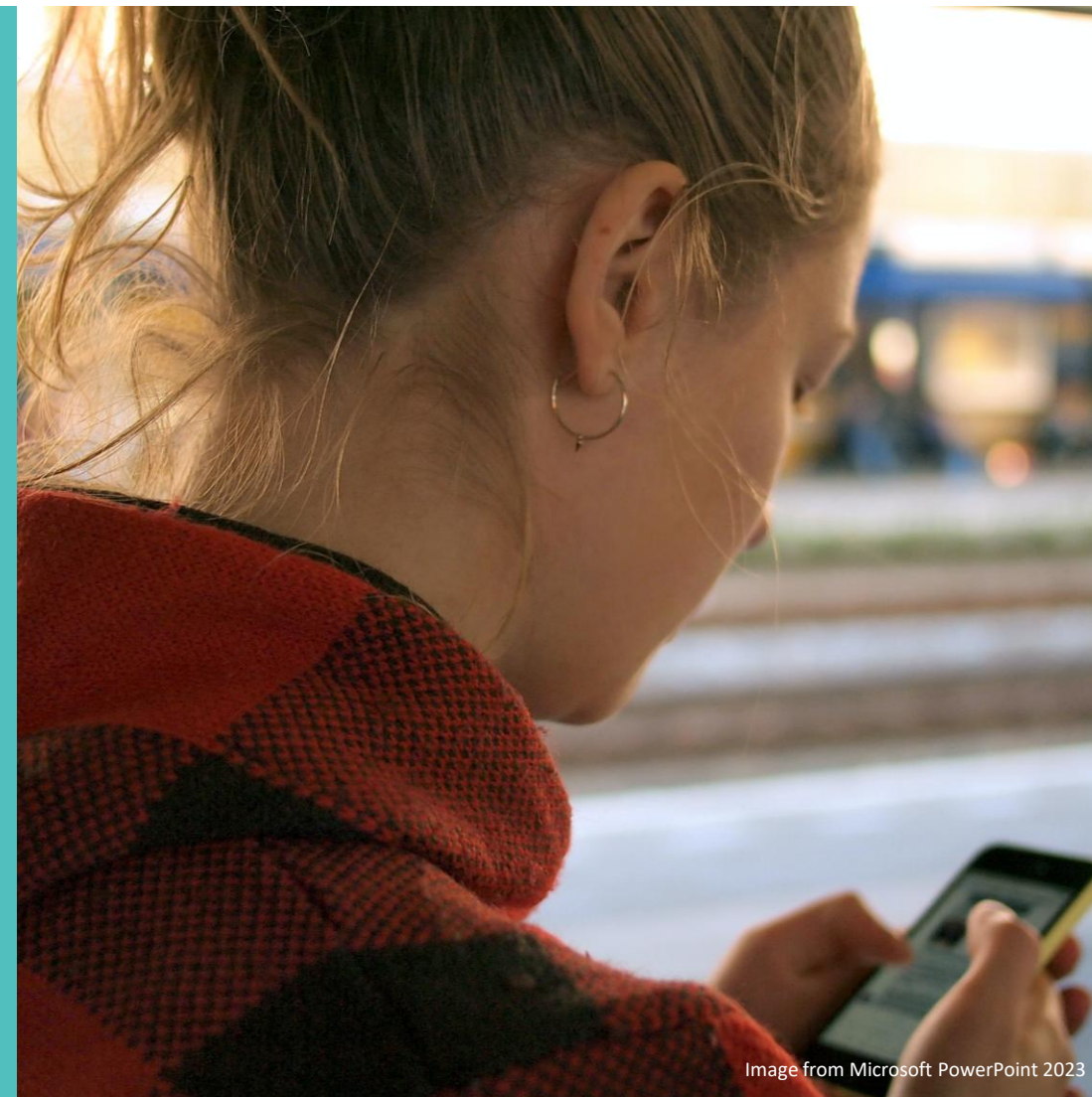
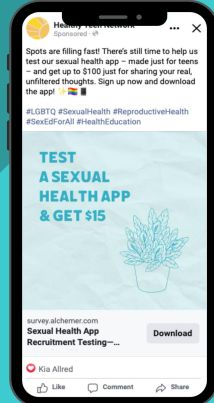
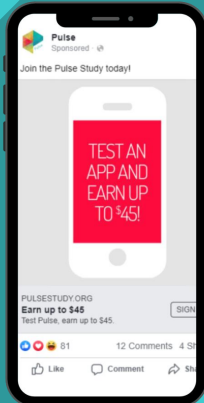
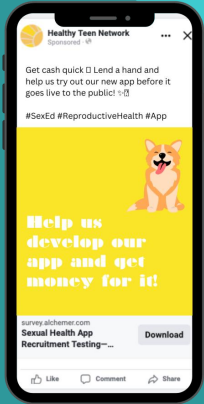


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# Social Media Ad Carousel

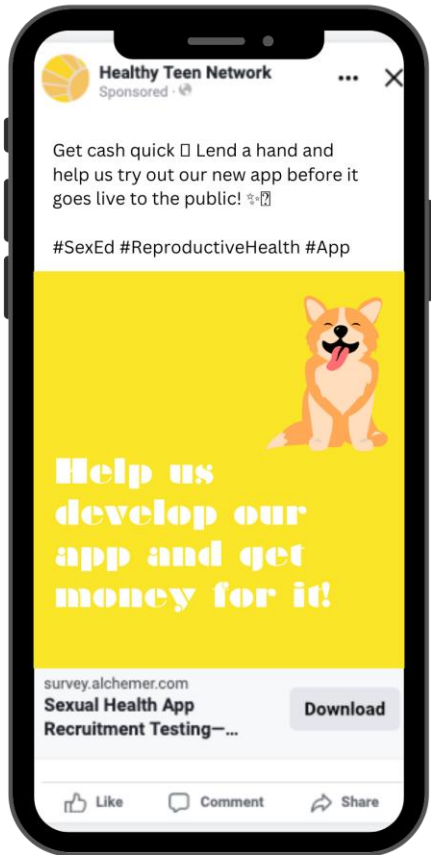


1. Around the room, there are posters with example social media ads for the evaluation of SafeSpace.
2. Take a sharpie and a pack of yellow & pink post-it notes with you up to one of the posters.
3. As we tell you to, move around the room to each of the posters.

# Social Media Ad Carousel

- At each poster, consider **the strengths and weakness** of the social media ad, and **whether you think they were successful at reaching** adolescents aged 14-18, prioritizing reaching youth of color and LGBTQ+ youth
- On **yellow** post-it notes, list the **strengths**
- On **pink** it notes, list the **weaknesses**
- Use a separate post-it note for each strength or weakness

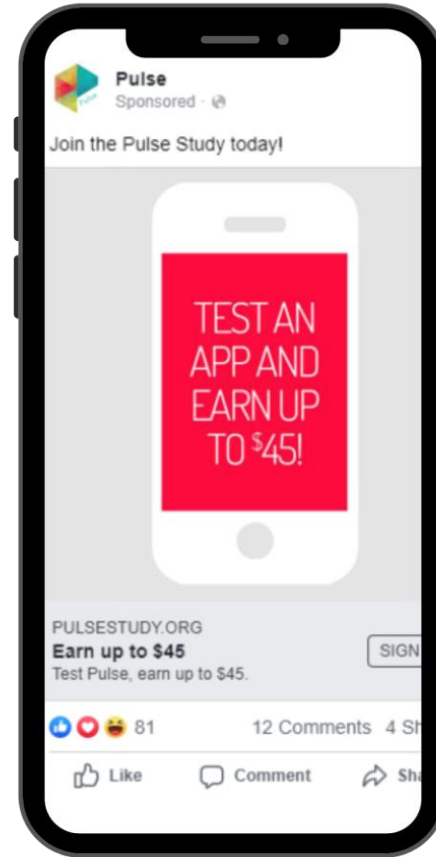
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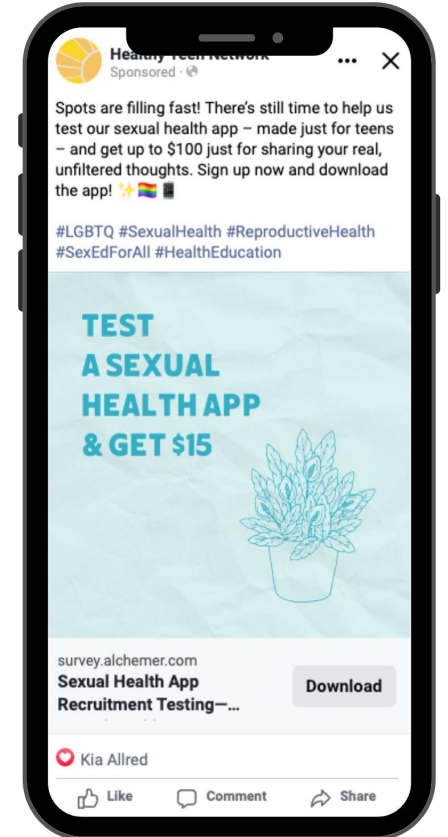
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3



4



# Social Media Ad Campaigns

Best Practices & Tips

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# Graphic Ad Best Practices

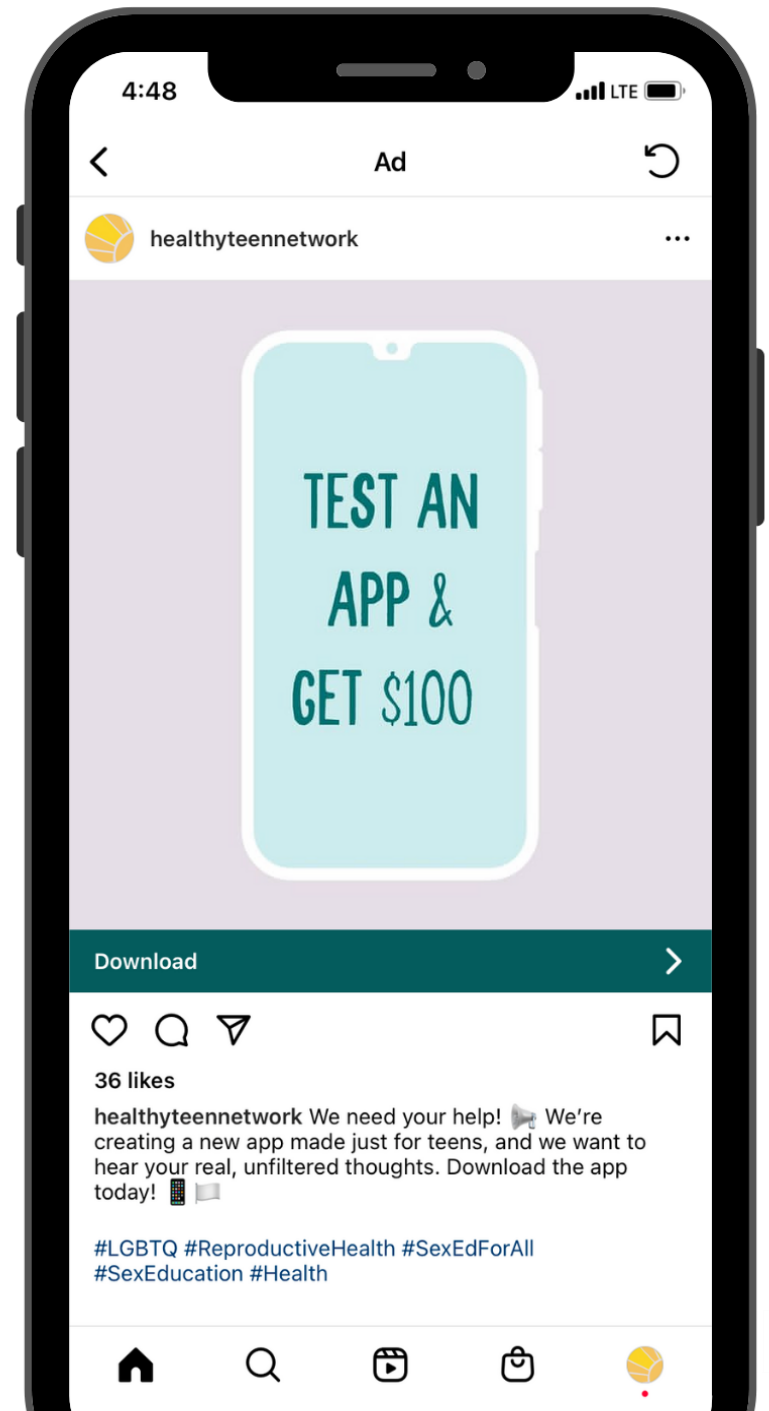
Leverage your audience on an existing social media account

Simple graphic with minimal text;  
Text should have a direct ask but not pushy;  
Colors should have high enough contrast;  
Typeface should be easily readable and large;  
Avoid stock imagery

Button with clear direction for the user to take

Use concise copy with a call to action and emojis

Add relevant hashtags



# Video Ad Best Practices

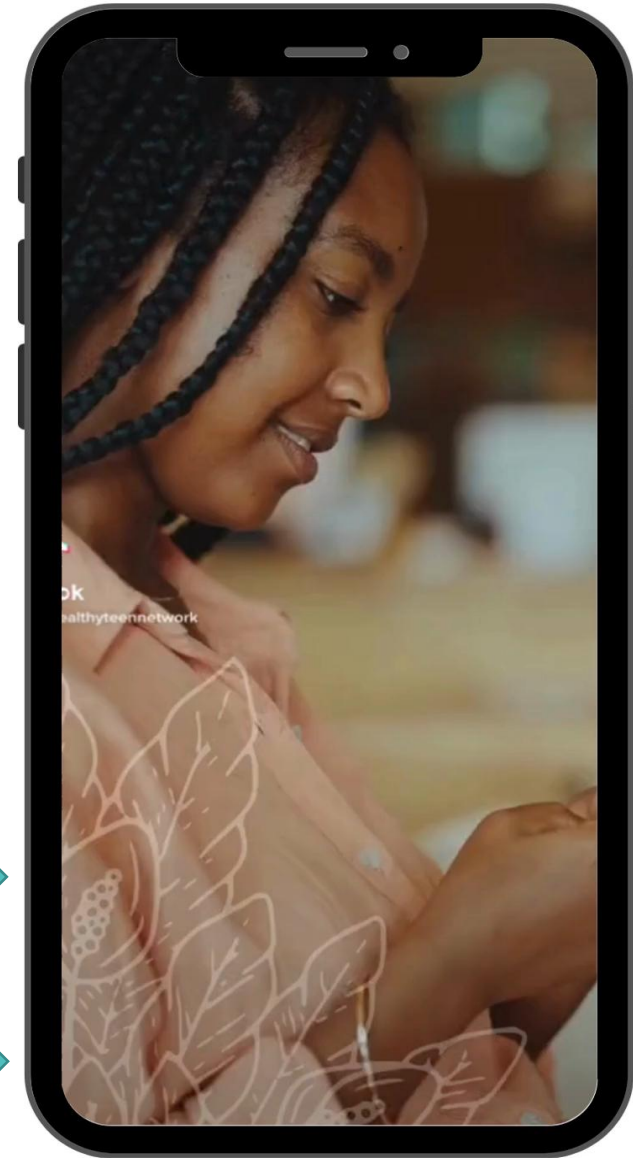
Leverage your audience on an existing social media account

Video should be under 30 seconds;  
Young people in your video should reflect your target audience;  
Add trending, upbeat music to the background;  
Add subtitles (if applicable to ad content) for accessibility

Include a still graphic with your call to action

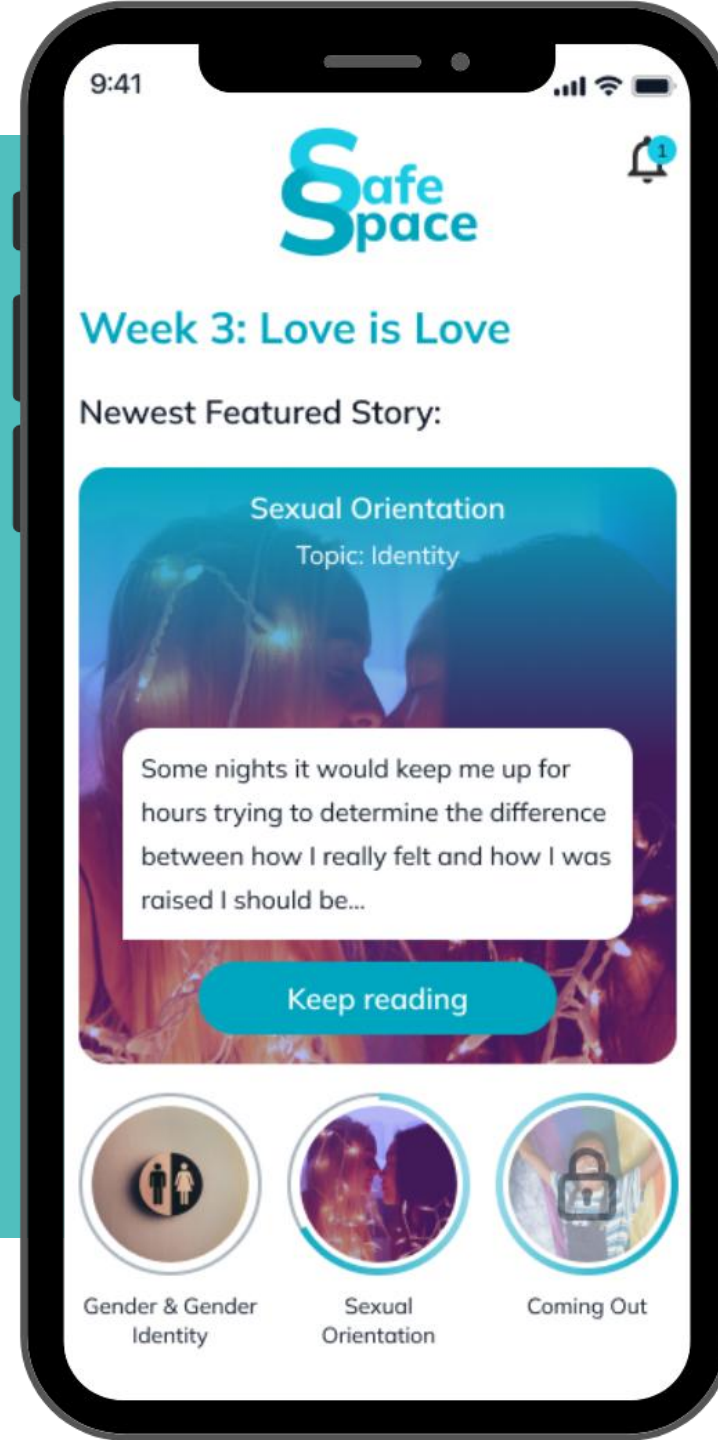
Button with clear direction for the user to take

Do **not** include SRH language in caption or image



# What is SafeSpace?

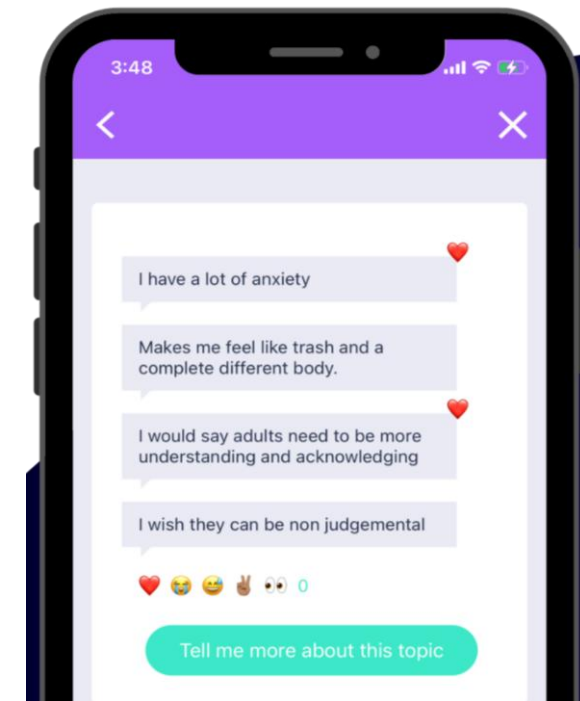
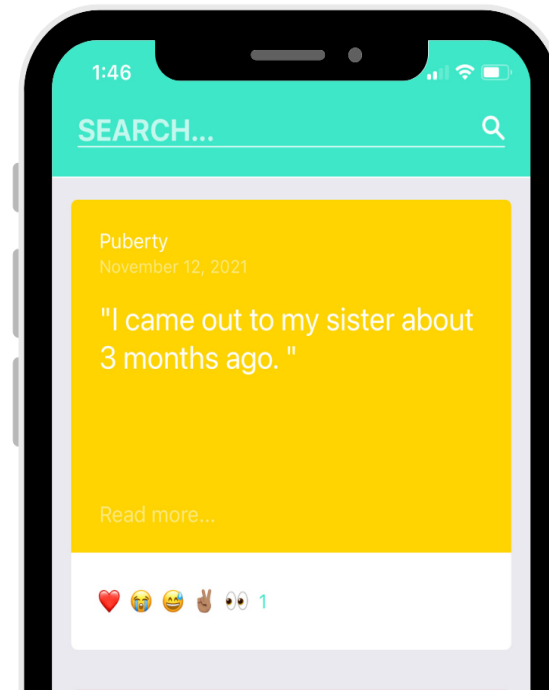
An Adaptation of *Real Talk*



# The *Real Talk* mobile app

Real Talk is an iOS mobile app using storytelling and technology to improve teen mental, emotional, and behavioral health.

Real Talk provides a safe space for youth to share their stories and access relevant, accurate resources to support their health and wellbeing.



# A brief look at SafeSpace

- 10 weeks of content
- Each lesson contains:



1 authentic youth story on aligned topics



3 key facts written by sexual health experts

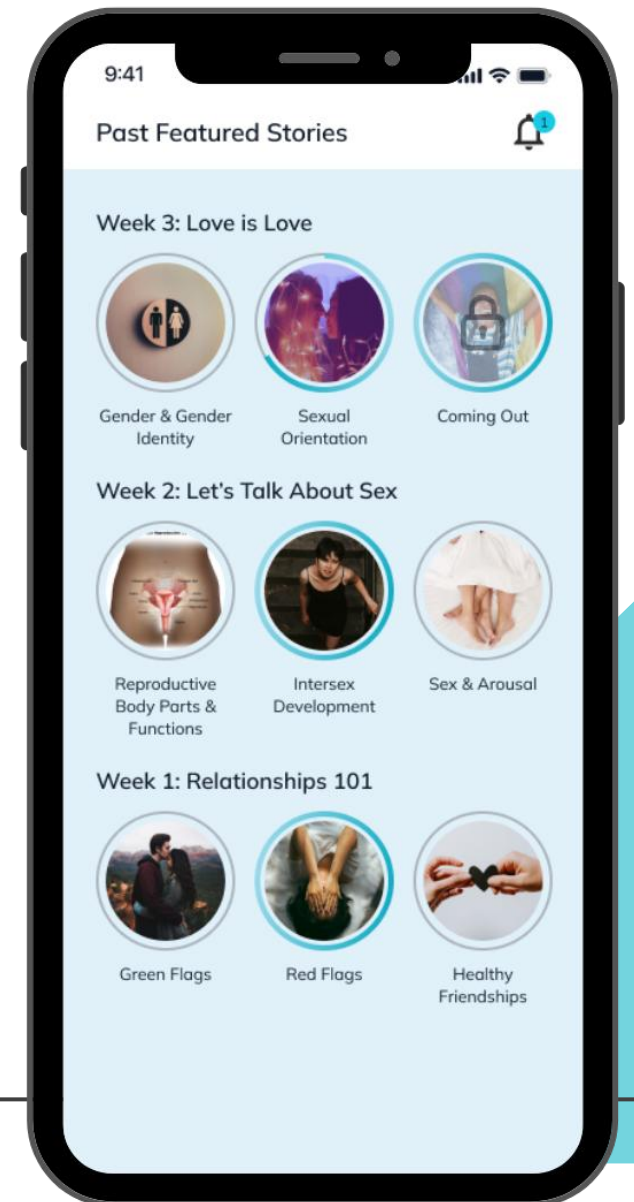


3 high quality online resources to learn more



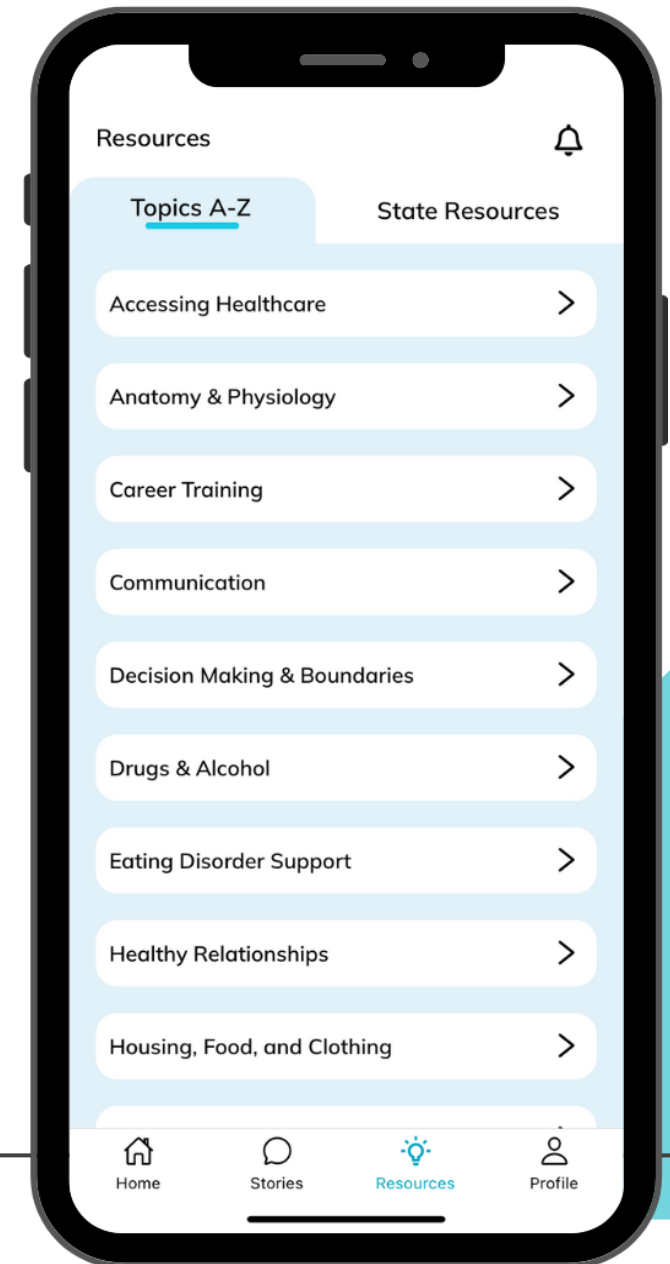
Reflection activity to apply knowledge and skills

- State and national resources
- Bedsider.org clinic finder



# SafeSpace Pilot Objectives

- Recruit 50 youth:
  - Ages 14-18
  - Assigned female at birth including cisgender women, transmen, & nonbinary youth
  - Priority to recruit over 50% LGBTQ+, Black, and Latinx youth, and youth living in rural areas
- Recruit nationally via social media including Instagram, TikTok, Snapchat, and Facebook
- Test app features, functionality & analytics
- Test monitoring protocols



# Social Media Based Recruitment

Lessons Learned from the  
SafeSpace Pilot

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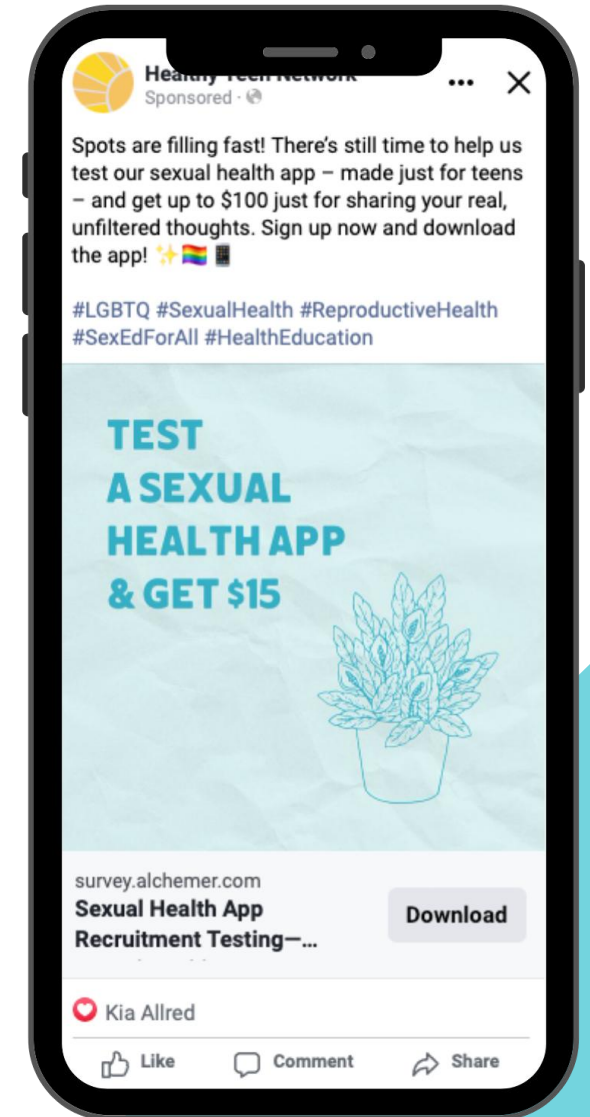
# Pre-Pilot Testing

## Why did we test our ads before the pilot?

- To identify which ads performed best
- To troubleshoot each social media ad platform and reduce roadblocks during pilot ad deployment
- To assess 1) the level of SRH language censorship on each platform and 2) how it was perceived by young people

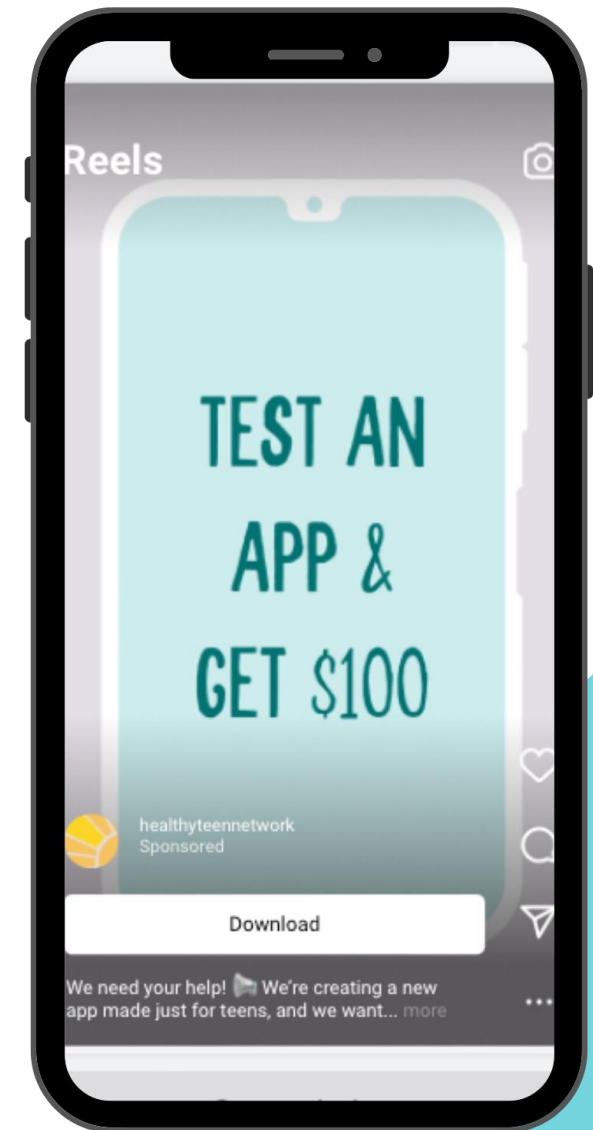
## Pre-Pilot Testing included:

- Deployment of 5 ads (3 still graphics, 2 videos) to our target audience
- Short survey and incentive for eligible participants
- Ad monitoring throughout the week that the ads were running; checking comments and survey responses



## In the SafeSpace Pilot we:

- Removed all SRH language from captions and images BUT kept it in hashtags
- Primarily used the phone graphic as it performed best with our target audience in testing
- Ran 1 ad for 24hrs before launching to test the connection between Meta ads manager and the app
- Added a Facebook pixel and link re-direct because the ad wasn't running properly during the 24hr test
- Deployed 1 week-long ad on Meta (FB & IG)
- Added 1 TikTok ad and 1 Meta ad that specifically targeted Latinx youth using census data zip codes



# Reflection Activity



What is one thing that **excites** you about social media recruitment and engagement in Title X programming?



What is one **question** you still have about social media recruitment and digital enrollment?

# Thank you!

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