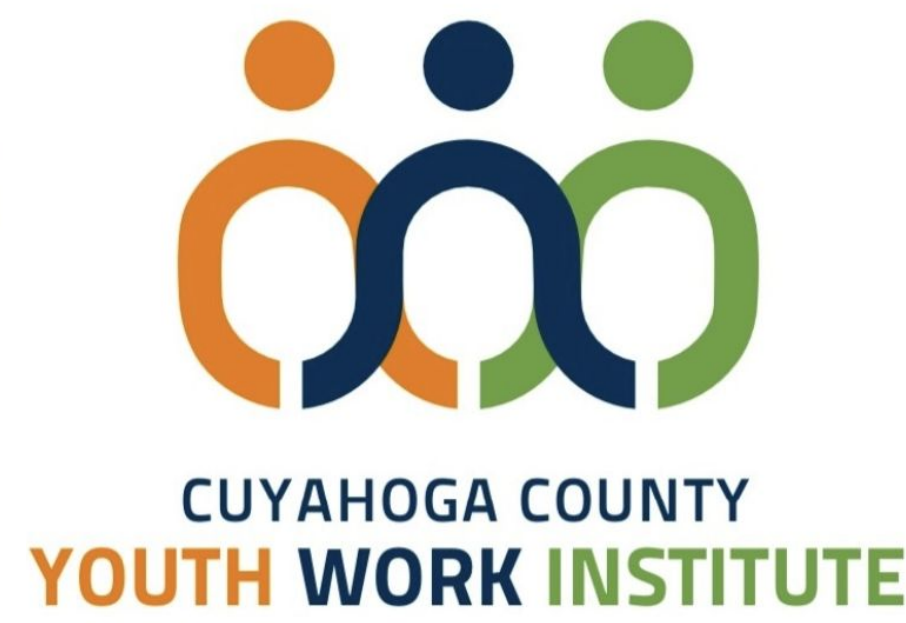


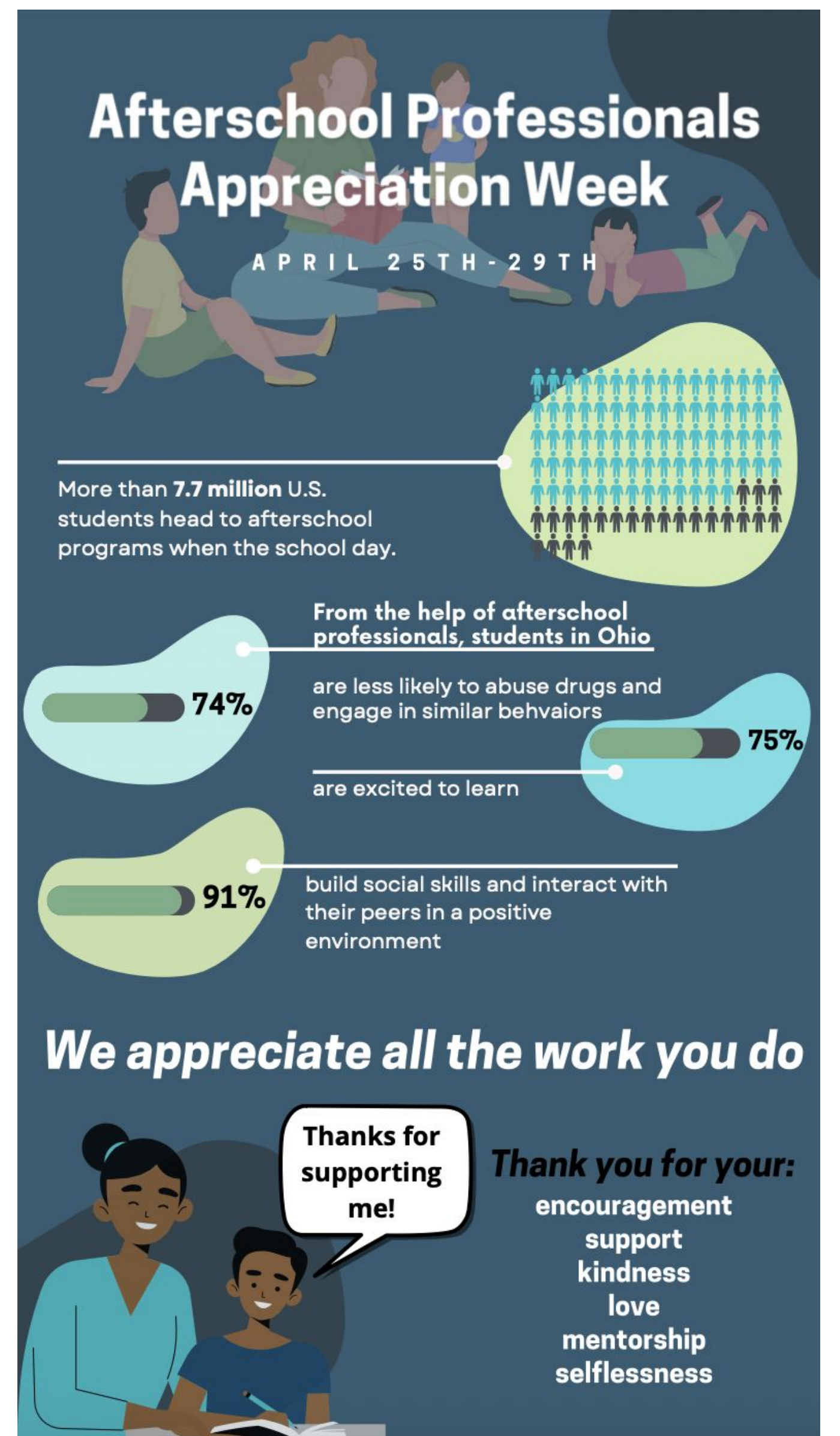
# Elements of Organizing CCYWI Social Media Platforms Through Research, Plan, and Structure



Uva Sri Dasari, BA  
Case Western Reserve University



Facebook Post Example:



## Lessons Learned

- Gained a better understanding of literature and science behind social media and communications
- Art and science of using four distinct social media platforms (Facebook, Instagram, CCYWI Website, and Youtube) but conveying the same message, considering different variables in target audience
- Learning the development, implementation, and evaluation process for social media, with emphasize on public health

## Public Health Implications

- Health promotion and education through communicating for various national mental health awareness weeks (ex: Suicide Prevention Month, World Teen Mental Wellness Day, etc) via social media platforms
- Health advocacy for OST professionals through mini-campaign for Afterschool Professionals Appreciation Week
- Developing health promotion strategies through creating a comprehensive outline for CCYWI use of social media

## References and Acknowledgements

I would like to acknowledge Dr. Kristina Knight for guiding me through the Practicum process and Cheryl Oates for in depth perspective and reflection on both the Afterschool Professional Appreciation Week content and the tentative year long calendar. Additionally, I would like to thank Andrew Morris for his commitment to guiding students through the culminating experience and constant encouragement.

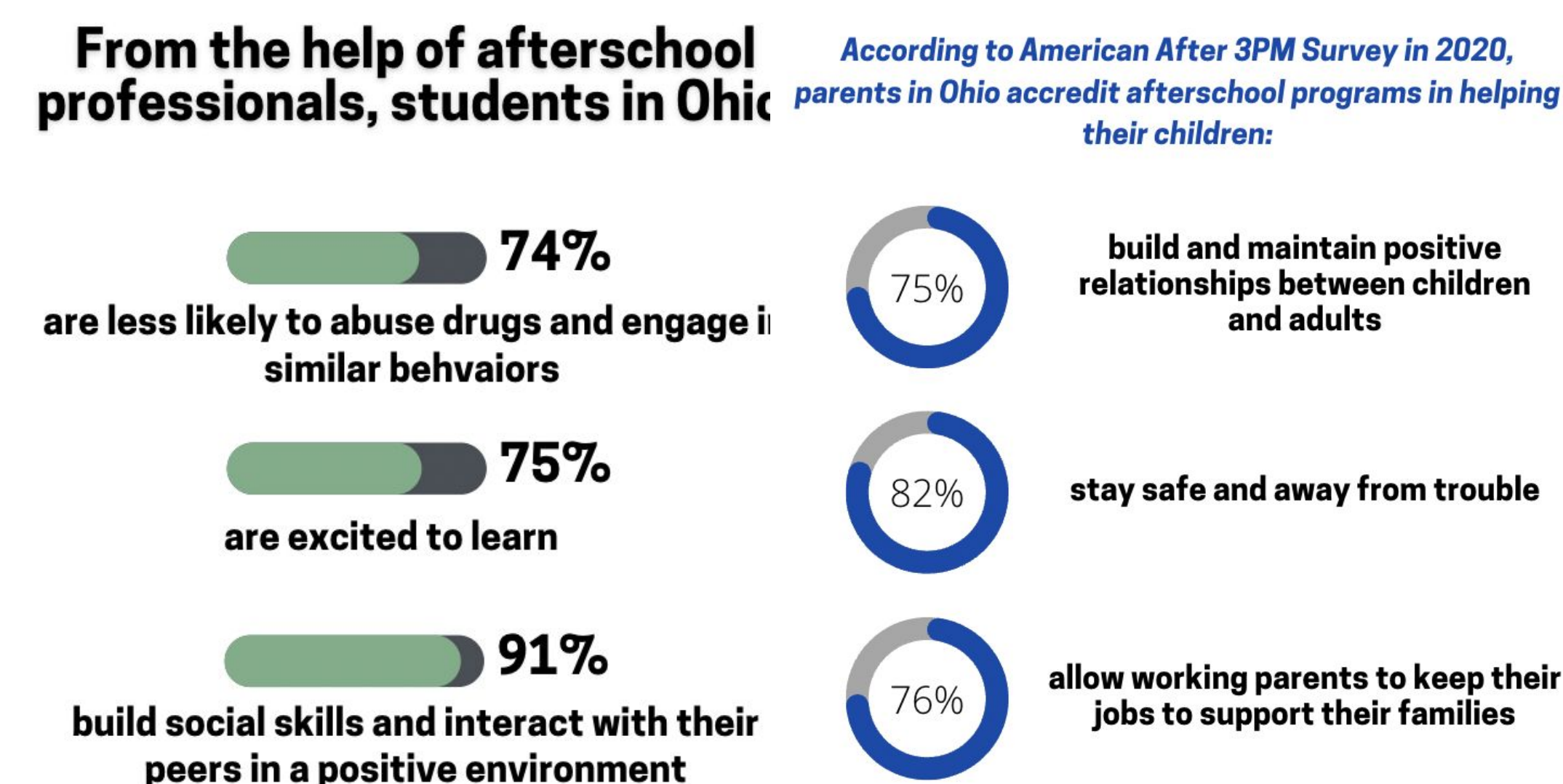
## Background

The Cuyahoga County Youth Work Institute (CCYWI), established in 2008, is a community organization whose primary objective in providing training and technical assistance to Afterschool and Out-of-School Time (OST) professionals. CCYWI belongs to the Prevention Research Center for Healthy Neighborhoods at the Case Western Reserve University, and provides development services to youth-serving professionals in Cuyahoga county. It supports OST professionals through resources and community-based research. In order to connect with these professionals, the role and usage of social media is a significant component in CCYWI's community engagement.

The foundation of social media is built on the basis of reaching a large audience. It characterizes how many of the intended audience interaction, and how often they interact. CCYWI aims to connect and engage with OST professionals through four main platforms: Facebook, Instagram, YouTube, and the CCYWI Website. The art of science of social media and communications provides a basis in understanding how to convey information to the target audience in a powerful, visual manner. At a small -scale level, this can be the consistent color theme the organization utilizes throughout all their social media. At a larger-scale, it can be the specific, appropriate language that the organization emphasizes, or it can be the information highlighted in the infographics. In order to connect with OST professionals, the CCYWI engages through four main platforms: Facebook, Instagram, CCYWI Website, and Youtube.

## Population

The primary audience of this project are Afterschool or Out-of-School Time professionals who work with Cuyahoga county youth. The basic role description of these individuals is: professionals who are responsible for supervision and safety of the youth when under their care. Their role expands beyond such role description; OST professionals interact with youth through academic, mental, and emotional support, in addition to providing motivation to reach goals, and guidance in navigating unknown territories. Research statistics gathered from across Ohio indicate the extensive support OST professionals provide for youth.



<https://youtu.be/qR92RG-biZk>

## Activities

Responsibilities included developing, implementing, and evaluating a comprehensive social media plan. In order to curate that, activities include: (1) looking through communication handbooks and literature to gain a better understanding of how to organize social media on different platforms, (2) tentative plan for social media campaign on four different platforms, and (3) attending weekly meetings to gain perspective and feedback on my project.

## Learning Objectives

1. Explore how health communications and social media strategies have been used for health promotion among YDP and OST programs
2. Identify evidence-based strategies that can be implemented to as part of a broad health communications efforts to promote youth development & mental health awareness
3. Implement and evaluate a comprehensive health communications strategy, using at least 3-4 traditional and social media channels

## Deliverables

1. Tentative year long CCYWI social media plan (May 2022- April 2023) for Instagram, Facebook, CCYWI Website, and Youtube
2. Creating a resource guide to structure all forms of CCYWI social media
3. Pilot a mini-campaign focused on Afterschool Professionals Appreciation Week

## Qualitative Results

### 1. Tentative Year Long Calendar (May 2022-April 2023)

	MAY	Theme(s)	Instagram	Facebook	Website	Youtube	NOTES
	<b>Week 1</b>						
Monday	2	how children's mental health affects their/community health + stats, describe significance					Bootcamp
Tuesday	3						
Wednesday	4	ways to identify mental health in children + ways to help					
Thursday	5						
Friday	6	story interaction					
Saturday	7	Children's Mental Health Awareness Day	highlight children's mental health awareness	concluding post of importance of this day	post all relevant content on this website	video of YDPs and OSTs recognizing this week	
Sunday	8	post viddep					
	<b>Week 2</b>						
Monday	9	National Mental Health Awareness Week	introduce this topic and its impact				
Tuesday	10						
Wednesday	11						
Thursday	12	how has it been affecting youth/YDPs in ohio/our county					
Friday	13						
Saturday	14	1 min activity to improve mental wellbeing					
Sunday	15						
	<b>Week 3</b>						
							post FB flyers

### 2. Curated resource guide to organizing social media on four different platforms including: Instagram, Facebook, CCYWI Website, and Youtube

## CCYWI Social Media Organization

## Language Guidelines: Words Matter.

1. Example Topic: Suicide  
a. "Learning how to talk about suicide in a hospital, respectfully way has the power to save lives."

Main goal of social media is to empower those who support our youth in the Cuyahoga County

Four platforms used by the organization: 1) Instagram 2) Facebook 3) YouTube 4) CCYWI Website

### Common things to consider that are NOT included in the calendar

- The first post at the beginning of the month must include an overview of the topics of focus pertaining to the particular month
  - This allows us to acknowledge different mental health awareness weeks/days.
- When we have rather simple months that do not have much social media presence, the monthly themes can be used to create relevant content
  - Ex: For Random Acts of Kindness Month in February, a few posts relating to this topic and posts that increase engagement can be created
- Always post for guest speakers, training events, etc.
  - Include an image of the main topic
- release all monthly themes and awareness weeks on the first day of the month
- Training dates can be listed in the calendar and shared on website (Dates/promotion for training need to be edited into the calendar once solidified)
  - Post about training a prior to event to promote
- Introduce training event a month prior to the training date
  - Using Facebook and Instagram to publicize and gain engagement
- Post weekly updates: signing up for training on Facebook and Instagram
  - provide context to the training mm
- language/verbiage must be academic but understandable to an individual with basic/minimum educational background
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