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

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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 OST 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 interact, and how often they interact. CCYWI aims to connect and engage with OST professionals through four main platforms: Facebook, Instagram, CCYWI Website, and Youtube. Through Research, Plan, and Structure

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

Public Health Implications

- Health promotion and education through creating a comprehensive outline for CCYWI use of social media
- Developing health promotion strategies through creating a mini-campaign for Afterschool Professionals Appreciation Week
- Developing health promotion strategies through creating a comprehensive mini-campaign for Afterschool Professionals Appreciation Week

References and Acknowledgements

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Facebook Post Example:

We appreciate all the work you do. Thanks for supporting me. Thank you for your support!}

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 emphasis on public health

From the help of afterschool professionals, students in Ohio: According to American After-Work Survey in 2020, 77% parents in Ohio support afterschool programs to help in children:

- 74% are less likely to abuse drugs and engage in similar behaviors
- 75% are excited to learn
- 62% build and maintain positive relationship between children and adults
- 91% are build social skills and interact with their peers in a positive environment

https://youtu.be/qR92RG_biZk