Language Interpretation
Interpretación del idioma

To listen to this presentation in Spanish, click the globe interpretation icon and select your language.

Closed Captioning

To enable close captioning, please click on the closed captioning icon and select “Show Subtitles”.

Para escuchar esta presentación en español, hacer clic en el icono del mundo de interpretación y seleccionar su idioma.
Housekeeping

- Use Zoom chat feature for comments/reactions/links
- Click the "Live Transcript" button to enable closed captioning
- Use Zoom Q&A to ask a question
- Poll and survey will be shown at the end of the webinar
- Recording & slides will be shared after the webinar
Welcome Remarks
Julie Scofield

Social Media 101
Dana Variano

Bright Spots
Sabina Mohyuddin
Gilberto Lopez

Audience Q&A
Gilberto Lopez
Sabina Mohyuddin
Dana Variano

Key Takeaways and Closing
Julie Scofield

Speakers

Gilberto Lopez
Founder
COVID Latino

Sabina Mohyuddin
Executive Director
American Muslim Advisory Council

Dana Variano
Account Manager, Digital Rally

Julie Scofield
Project Director, Community COVID Coalition
CDC Foundation
We are RALLY
Social Media + Community Organizing
Videography, writing + visual storytelling for change.

Issue-driven online communications since before the dawn of Twitter.

Integration of digital and physical organizing campaigns.

RALLY: We take on sticky issues and find ways to push them forward.

Dana Variano
She/They
Use your platform to tell the stories of your community - putting the mic in their hands when you can.
Build a base
Engagement Ladder

Turn prospects into supporters into donors

Build a base of community members who are deeply educated + engaged

Create multiple ladders to align with different audience personas
Level 1: Eyeballs
Audience sees content.

Level 2: Engage
Audience engages with content, likes or shares on social, watches a video, visits the website.

Level 3: Sign-Up/Follow
Audience establishes an organic connection

Level 4: Take Action
Audience signs petition, attends event, takes key action.

Level 5: Donate/Volunteer
Audience commits money or time.

Level 6: Ambassador
Audience becomes brand evangelist & content creator.

Social media sweet spot
Social Media + Community Organizing

**Awareness**
- Learn About
- Discover
- Read
- Watch
- Listen

**Engagement**
- Vote
- Advocate
- Like, share, and comment
- Sign a petition
- Attend an event
- Donate time, money, & talent
Facebook

- **Key Info:**
  - Video content performs best.
  - Paid budget increasingly key for organic impact.
- **Cadence:** 2-4 times / week
- **Audience:**
  - Most popular social media platform.
  - Skews older and female.
- **Content:**
  - Organic-looking content that isn’t heavily branded.
  - Event invites, updates, calls to action.
  - Groups have prominence in feed
  - Posts with photos have the highest organic click-through and conversion rates
- **Hashtags:** Rarely
- **Tag partners:** Always
- **Features:** Stories, Events, Facebook live, Groups.
Social Media + Community Organizing

Instagram

- **Key Info:**
  - Communicate values through images or video.
  - Caption should add to post, not re-state what image depicts.
- **Cadence:** 3-5 times / week (stories can be more frequent)
- **Audience:**
  - Second-most popular social media platform.
  - Most popular among younger users (used by 67% of 18-29 year olds).
- **Content:**
  - Education/Information carousel.
  - Resources, ways to get involved.
  - Interactive quizzes, polls.
  - Takes on news and current events.
- **Hashtags:** Yes - approximately 5
- **Tag partners:** Always
- **Features:** Stories, Reels, Instagram Live
Twitter

- **Key Info:**
  - Success is driven by engagement—favorites, replies, tagging and retweets.
  - Not just for broadcast. Be mindful of who is interacting with you. RT, share, start a conversation

- **Cadence:** 2-3 times / day including RTs

- **Audience:**
  - Least popular among older users
  - Includes a smaller community of highly-engaged “super users” who are often early adopters.
  - 70% male users; 30% users are 25-34 y.o.

- **Content:**
  - Fast-paced, newsy, brief
  - RT community influencers
  - Specific POV/opinion on topic or event

- **Hashtags:** Yes, 2-3 if applicable

- **Tag partners:** Always

- **Features:** Polls, Cards, Calendar, Lists, Threads, Tweetdeck, GIFs, Live video, Moments, Spaces
LinkedIn

- **Key Info:**
  - Personal page content features more prominently in the feed than company pages.
  - Great for industry-based coalitions
  - Users can follow keywords and hashtags

- **Cadence:** 1-2 times / week

- **Audience:**
  - Companies recruiting
  - People looking for jobs
  - Thought leadership
  - People staying updated/connected to field

- **Content:**
  - Job openings
  - Thought-leadership pieces
  - Latest industry trend
  - Insights on topic or event

- **Hashtags:** Yes, 2-3 if applicable
- **Tag partners:** Always
- **Features:** Targeted Updates, Polls, LinkedIn Live
**Paid Tips**

- Set up tracking pixels for lookalike audiences
- Boost top performing organic posts and videos
- Use UTMs to track success of specific copy + creative
- Test, analyze, + re-test

---

**NOT TRACKED**

vaccineequitycooperative.org

**TRACKED**

vaccineequitycooperative.org?utm_source=facebook&utm_medium=awareness&utm_id=youth-vaccine-1
Copywriting

Speak in plain language: don’t editorialize or speak in jargon or acronyms.

Let the content speak for itself. Use quotes and first person accounts as much as possible.

Feature a single call to action (CTA) – don’t compete with your own asks.

Write in short sentences with one idea each.

Use a language guide to ensure you’re being inclusive and using language that resonates.
Choosing Images + Videos

Have permission for all the photos/videos used.

Feature people from diverse communities, body types, identities, skin colors, abilities, and ages.

Make sure the lighting appropriately and accurately portrays the subject’s skin tone and hair.

Use close-ups of real faces over clip art or obvious stock shots to increase emotional connection.

Avoid lightening the photo or retouching facial features or body shapes when editing photos.
Community Management
Community Management

Curate the space.

Set clear rules for engagement, share them publicly, and follow them.

Engage strategically. Prioritize comment responses to answer legitimate questions and protect the community.

Use a comment response framework and establish a timeline for responding.

Keep responses short and link out.

Refer people to resources and tag partners.
Community Guidelines

• Respect
  ○ Engage in a respectful way with other users.
  ○ Connect over your quitting journey, shared interest in a topic, etc.
  ○ Stay on topic.
  ○ Critique ideas, not people.
  ○ You may not demonstrate gross or repeated disrespect for another person(s) on the CTCP Facebook page. This includes personal attacks.

• Safety & Privacy
  ○ We do not tolerate violent threats to any person(s), or the glorification of violence.
  ○ We do not tolerate hate speech targeting race, ethnicity, gender, identity, sexual preference or orientation, nationality, or political or religious beliefs. This includes coded hate speech.
  ○ You may not engage in targeted abuse, harassment, bullying, or make comments that threaten or wish for emotional or physical harm on another person(s).
  ○ We do not tolerate profanity, obscenity, or vulgarity. This includes linking to outside sensitive media that is excessively gory, pornographic, or sexually violent. This includes coded profanity.
Influencers + Partnerships
Influencers + Partnerships

Identify existing community members who have strong presence/voices, both on and offline

Create quick organic Q&As (video, written, audio)

Directly ask partners to retweet/share key content

Connect existing offline partnerships and relationships to online channels:
- Co-create webinars or events
- Discuss articles or events between org handles

Highlight featured community members
Thank you!
Have a safe Ramadan
Get vaccinated today!
TOONDEMIC: THE ART OF COMBATTING VACCINE MISINFORMATION

Gilberto Lopez
Assistant Professor

School of Transborder Studies
Arizona State University
COVID IN CONTEXT

U.S. deaths from wars and major pandemics

- 1918 SPANISH FLU: 675,000
- COVID-19: 666,816
- WORLD WAR II: 405,399
- WORLD WAR I: 116,516
- 1968 PANDEMIC: 100,000
- VIETNAM CONFLICT: 58,220
- KOREAN WAR: 36,574
- OPERATION IRAQI FREEDOM: 4,418
- PERSIAN GULF WAR: 2,586
- OPERATION ENDURING FREEDOM: 2,461

U.S. COVID-19 DEATHS AS OF SEPT. 15, 2021

CHART: LANCE LAMBERT • SOURCE: CDC, THE NEW YORK TIMES, U.S. DEPARTMENT OF DEFENSE
Overall, U.S. life expectancy dropped by 1.5 years.

U.S. Hispanic men lost an average 3.7 years off their lives in 2020.
COVID-19 (MIS/DIS) INFORMATION

- Latinx not receiving same quality or quantity of COVID-19 information
- More likely to consume and share misinformation online
LAUNCHED APRIL 20, 2021

WHAT'S IN COVID-19 VACCINES?

This vaccine teaches your body how to make a protein found on the surface of the COVID-19 virus. When your body detects this protein, it produces antibodies that help destroy the virus.

The tris buffer is a saline (salt-based) solution that keeps the vaccine ingredients intact from when they are made, to when they are shipped, and given to people.

Lipids are fatty, oil-like particles that form a protective layer around the mRNA as they travel to your cells.
What’s in a COVID-19 Vaccine?

Type of vaccine: Viral vector, adenovirus

Scientists have studied how to use viral vector vaccines safely and effectively for a long time. This knowledge helped them make a viral vector vaccine against diseases like Ebola. Some COVID-19 and flu shots are made the same way. Learn more about how it — and ours — are made in this viral vector COVID-19 vaccine.

Each ingredient in this vaccine has a specific job.

1. Genetic material from SARS-CoV-2.

This genetic information teaches your body’s cells how to make a protein found on the surface of SARS-CoV-2, the virus that causes COVID-19. When your body sees that protein, it starts making antibodies against it. Then and only when the virus is inside and destroy the virus if it shows up next.

2. A modified adenovirus, a mostly harmless virus that causes the common cold.

This virus delivers the SARS-CoV-2 information to your cells. The adenovirus’s own genetic material has been removed in a lab so that it can’t multiply or cause infection. This makes the adenovirus a delivery system that is used to host the SARS-CoV-2 protein information.

3. A buffer solution.

These ingredients are the active ingredients in the vaccine — the ingredients that help protect you from getting sick with COVID-19.

What isn’t in this vaccine?

There is no live or whole SARS-CoV-2 virus in this vaccine. We cannot put the COVID-19 virus in your body because it could cause problems. It doesn’t have your DNA. It’s harmless. The only thing in the vaccine is the protein and there are also no antibiotics in the vaccine or its packaging.
LA VACCINE

LA PFIZER

LA MODERNA
WHAT IS A VACCINE?

A vaccine is a substance that teaches your body to recognize and fight off viruses. They work by imitating the virus, but without causing its harmful effects.

Vaccines can be made from:
- A weakened form of the virus
- Unique pieces of the virus
- Chemicals created by the virus
- Substances similar to parts of the virus

After receiving a vaccine, your immune system will recognize and attack the virus, which means if you become infected, you will experience little to no sickness.

LA VACCINE

WHAT'S IN THE COVID-19 VACCINE?

Modified mRNA in this vaccine teaches your body how to make a protein found on the surface of the COVID-19 virus. When your body detects this protein, it produces antibodies that help destroy the virus.

The tris buffer is a saline (salt-based) solution that keeps the vaccine ingredients intact from when they are made, to when they are shipped, and given to people.

LA PFIZER

WHAT'S IN THE COVID-19 VACCINE?

Modified mRNA in this vaccine teaches your body how to make a protein found on the surface of the COVID-19 virus. When your body detects this protein, it produces antibodies that help destroy the virus.

Lipids are fatty, oil-like particles that form a protective layer around the mRNA as it travels to your cells.

The tris buffer is a saline (salt-based) solution that keeps the vaccine ingredients intact from when they are made, to when they are shipped, and given to people.

LA MODERNA
THE THINGS YOU CAN WIN IN THE LOTERIA OF LIFE
IF YOU GET VACCINATED AGAINST COVID 19

LA SALUD  LAS FIESTAS  EL TRAVEL

VACCINATED  CABBAGES

NOT VACCINATED  CORONAS
THANK YOU

Gilberto Lopez
gilberto.lopez@asu.edu
Social Media Resources
A list of resources and links to helpful sites which can help organizations strengthen their social media presence and build online communities.

Vaccine Confidence Toolkit
Recently released a resource focused on addressing misinformation that includes a focus on social media.
Today’s slides and a recording of this webinar will be posted online; a link will be provided

Please take the brief evaluation poll that will appear on your screen shortly

Let us know your feedback and thoughts for future webinar topics in the post-webinar survey

Thank you for your time and participation!