

Family Planning: Using Social Media to Engage Youth Virtually

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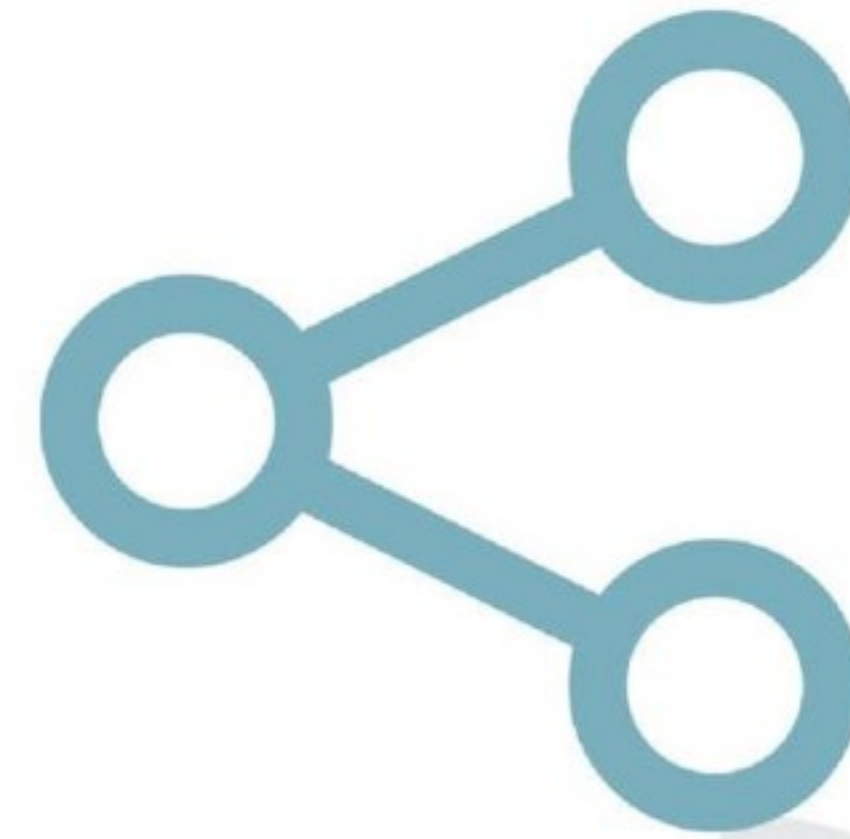


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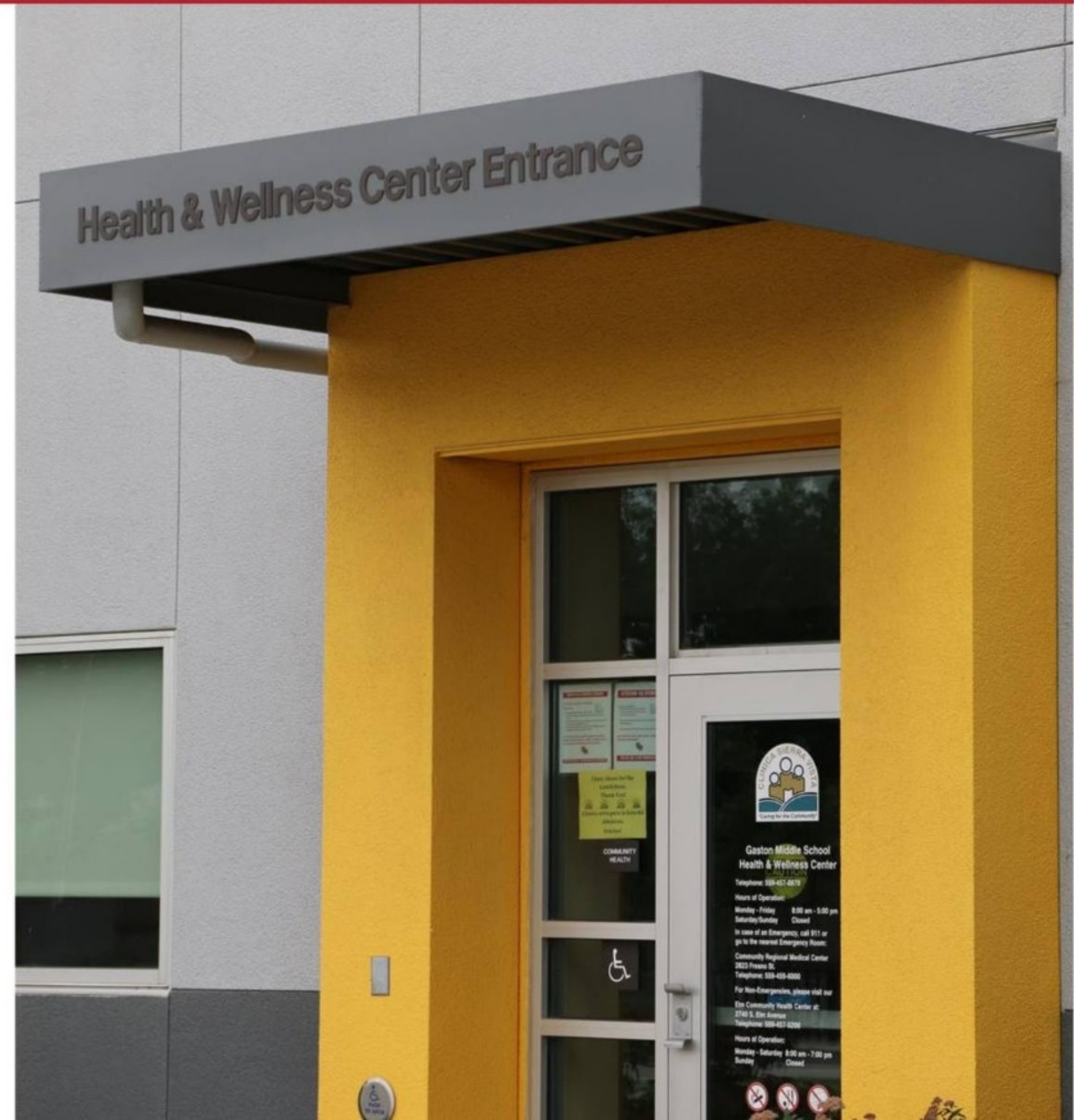


Supporting materials will be shared

Putting Health Care in Schools

The California School-Based Health Alliance is the statewide non-profit organization dedicated to **improving the health & academic success** of children & youth by **advancing health services in schools**.

Learn more:
schoolhealthcenters.org





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Engaging Youth in Social Media

San Ysidro Health Teen Clinic

Presented by:
Jessica Beltran
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Jessica Melendez



**SAN YSIDRO
HEALTH**



On a scale of cat, how are you feeling today?



- Federally qualified health care center
 - Medical
 - Dental
 - Behavioral Health
 - Support
 - WIC
- All over San Diego County



**SAN YSIDRO
HEALTH**

San Ysidro Health Teen Clinic

- Located in Southern San Diego, CA
- Title X funded
- Free* and confidential reproductive and sexual health services to people ages 12-29.
 - * Family Pact



Services include:

- Birth control, emergency contraception and condoms
- STI testing
- Pregnancy testing
- Counseling



Social Media Outreach

- Expand social media presence and use media platforms to reach, engage, educate, and link youth to our services.
- Conduct outreach through classroom presentations currently offered virtually.
- Most successful on Instagram
 - @syhteenclinic



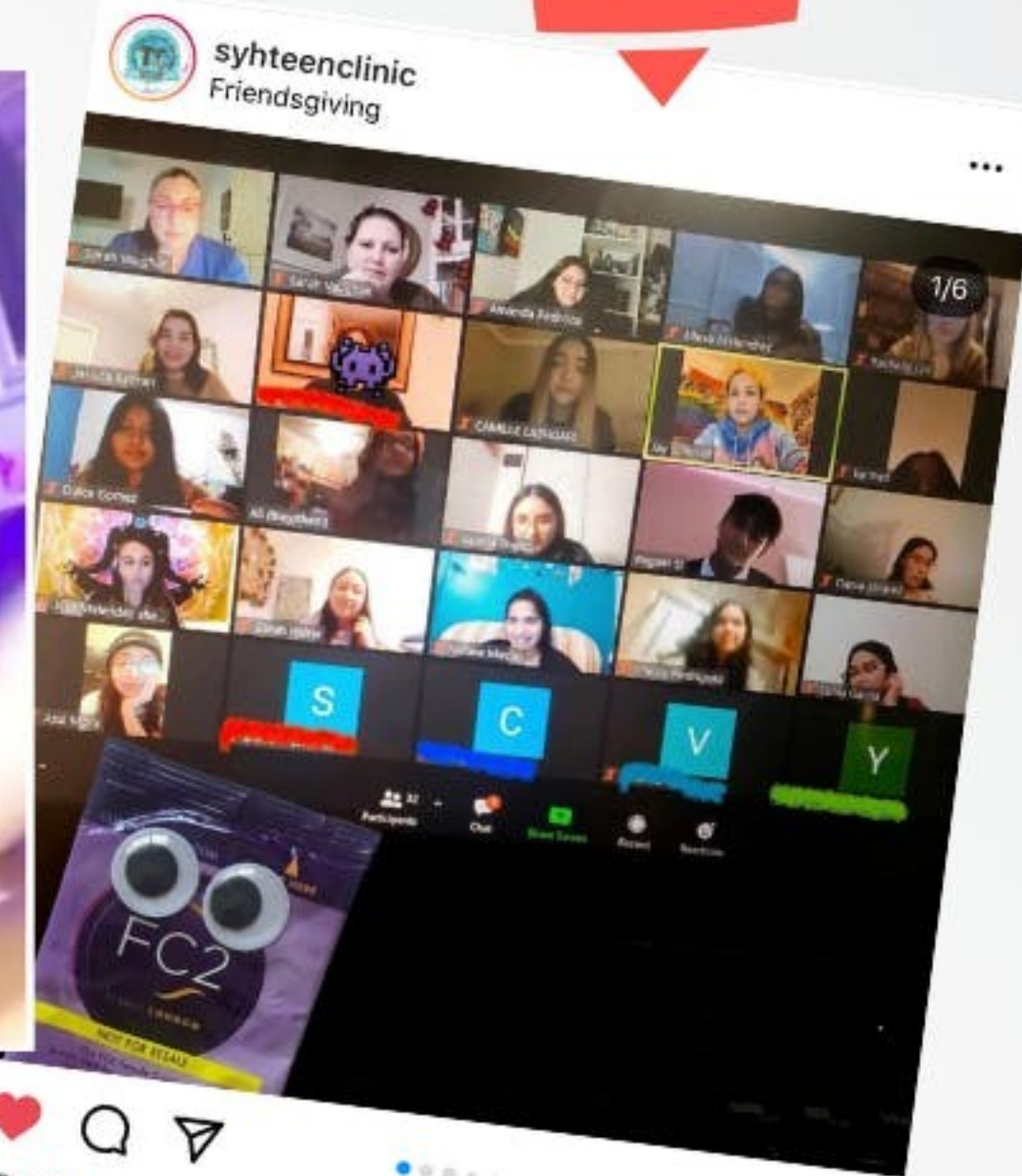
**FOLLOW OR SEND US
A DM AT
@SYHTEENCLINIC
FOR ANY QUESTIONS.**

What keeps you engaged in social media?

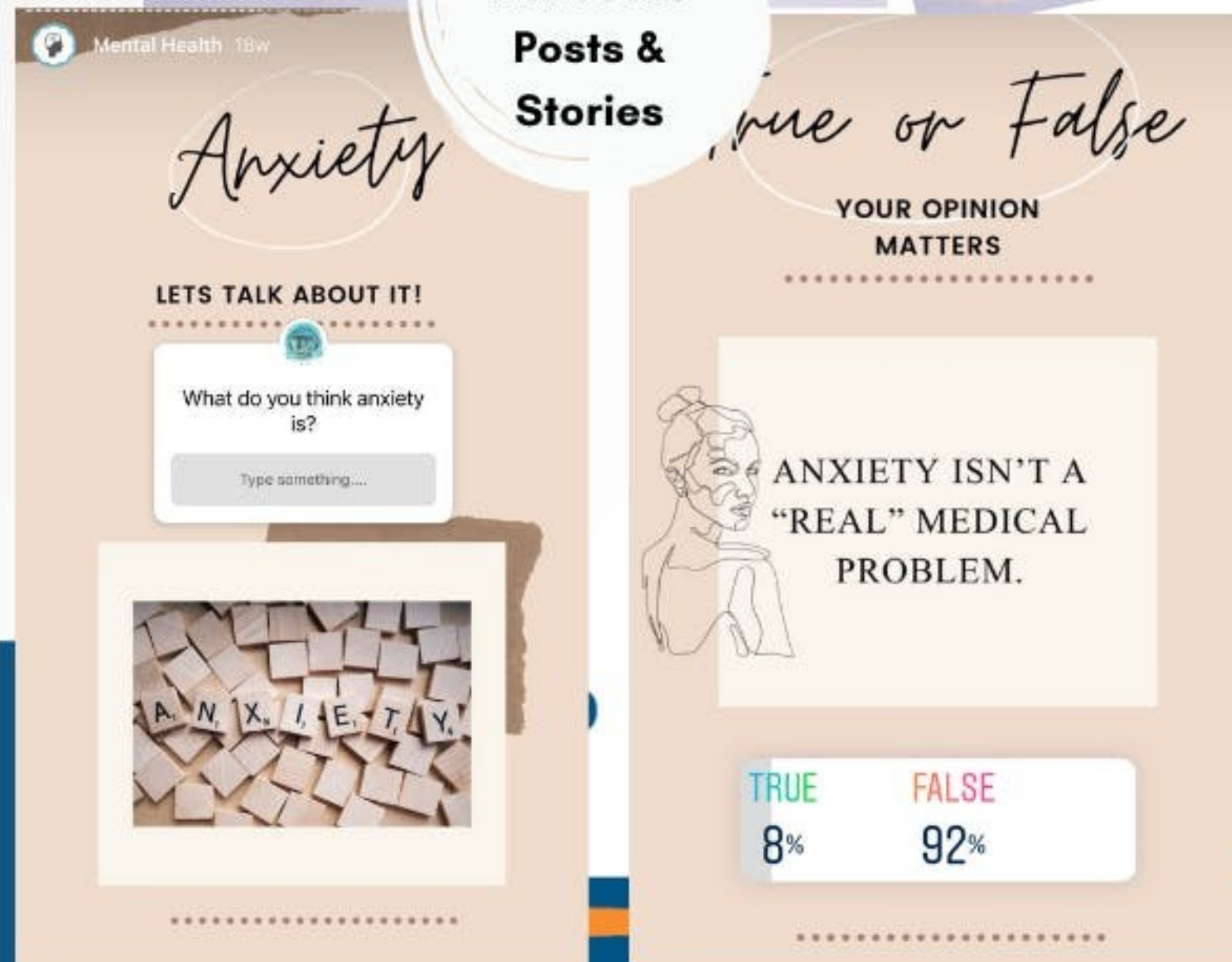
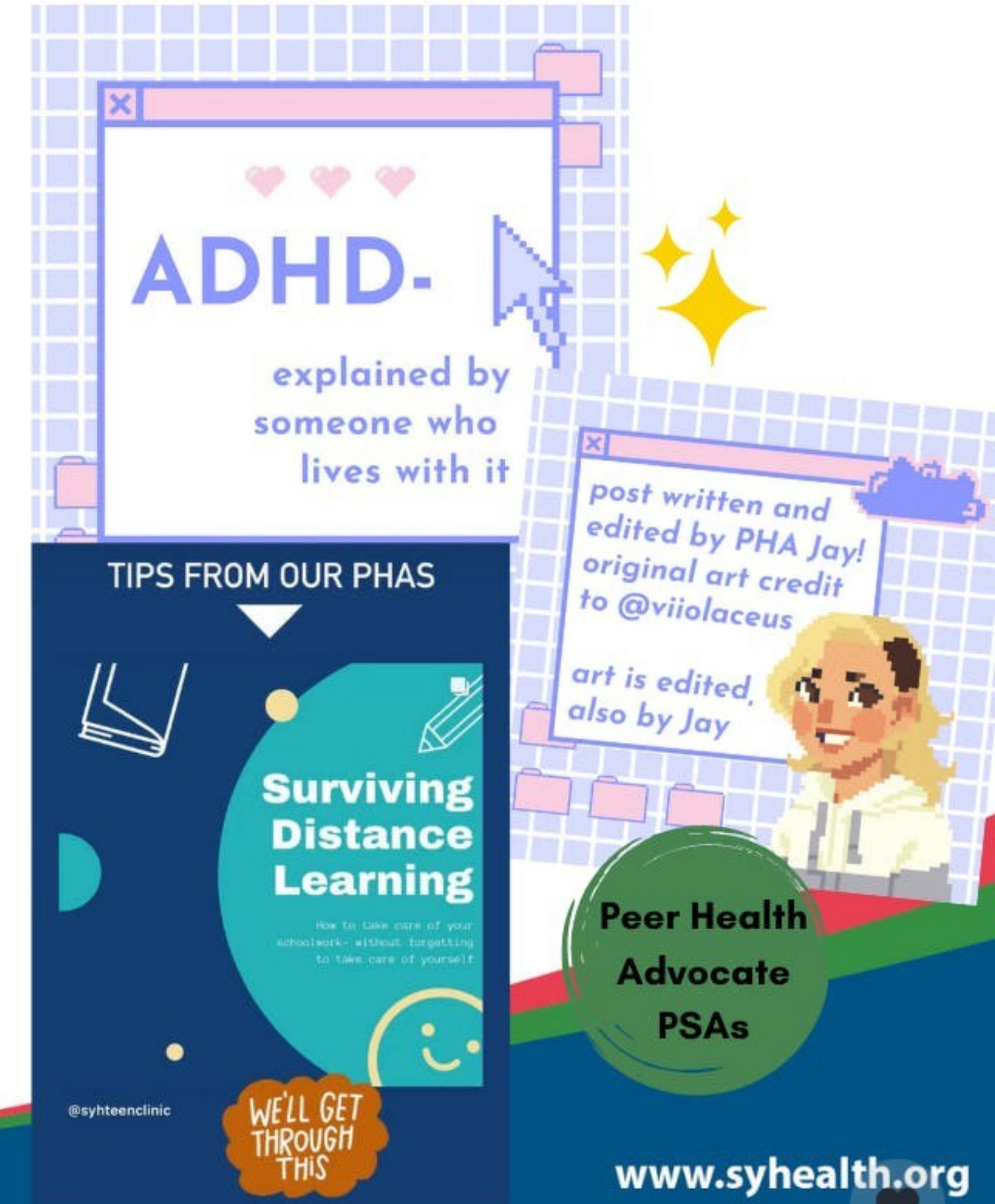
How to Engage Youth



- Youth-centered content
 - If youth see people that look like them they will most likely want to interact
 - **Staff isn't always in the target population**
 - Use other youth in programs
 - Youth link their peers to services and education
 - Youth know what's trending, what works for them and what doesn't
- Social media
 - Instagram
 - TikTok



Examples of Youth Content





What barriers are you experiencing with youth engagement?

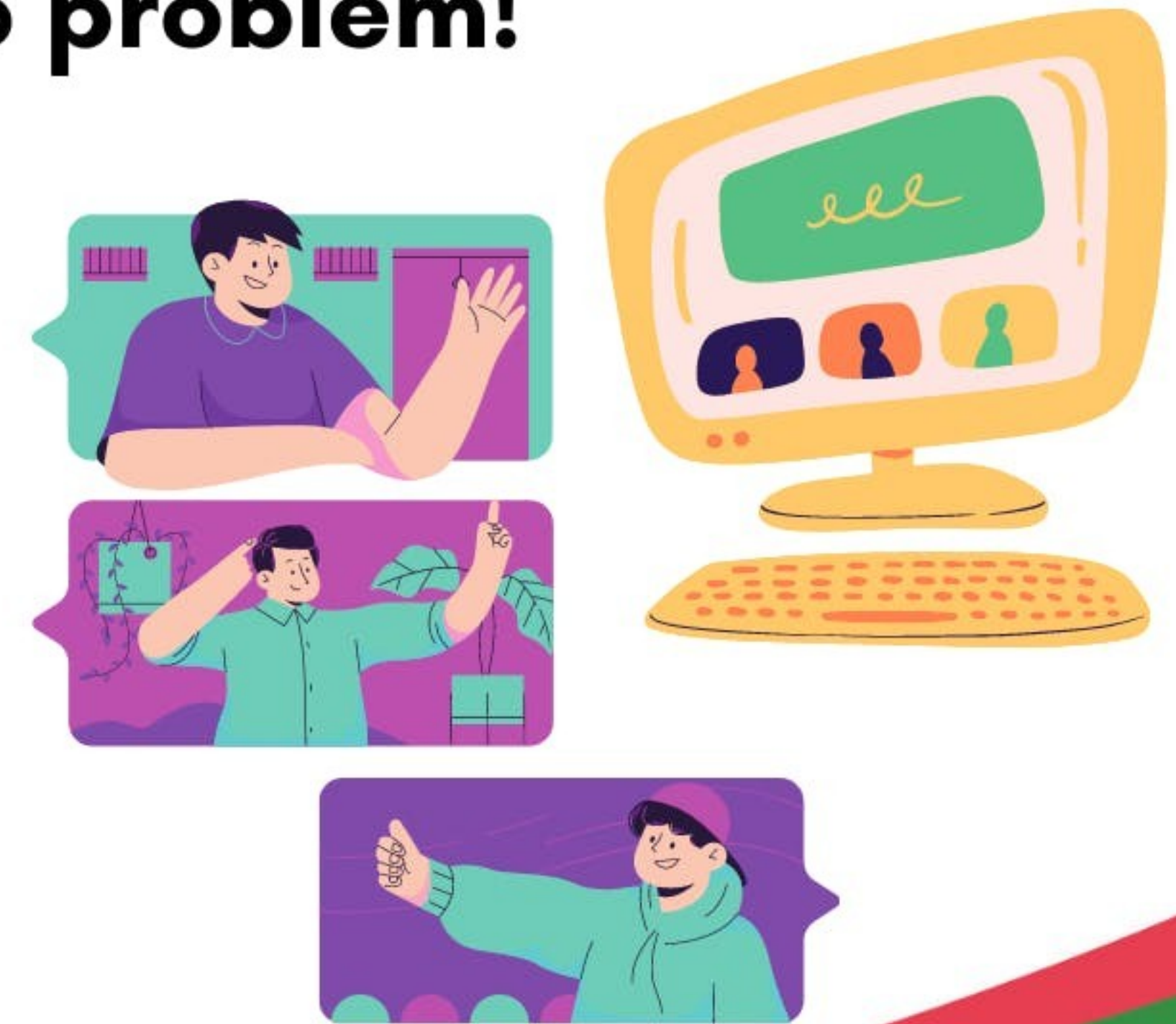


Barriers

Don't have a youth program? No problem!

Some ideas:

- Collaborate with clubs at school or other local organizations that already have a following.
- Keeping engagement alive virtually.



Barriers

**Have a youth program? Still have barriers?
No problem!**

Some ideas:

- Incentives for youth if you can
- Virtual retreats
 - Cookie decorating, painting party, discord hangout, etc.
- Recognize where the youth are coming from





Tips



- Having a social media team
- Social Media team to divide the responsibilities
 - Having a 'Lead' may be helpful for your team
- Post consistently on one or two platforms
 - Have some sort of structure to the posts
 - Having too many social media platforms can be overwhelming

SYH Teen Clinic Social Media Team Structure



Question Tuesday – JB

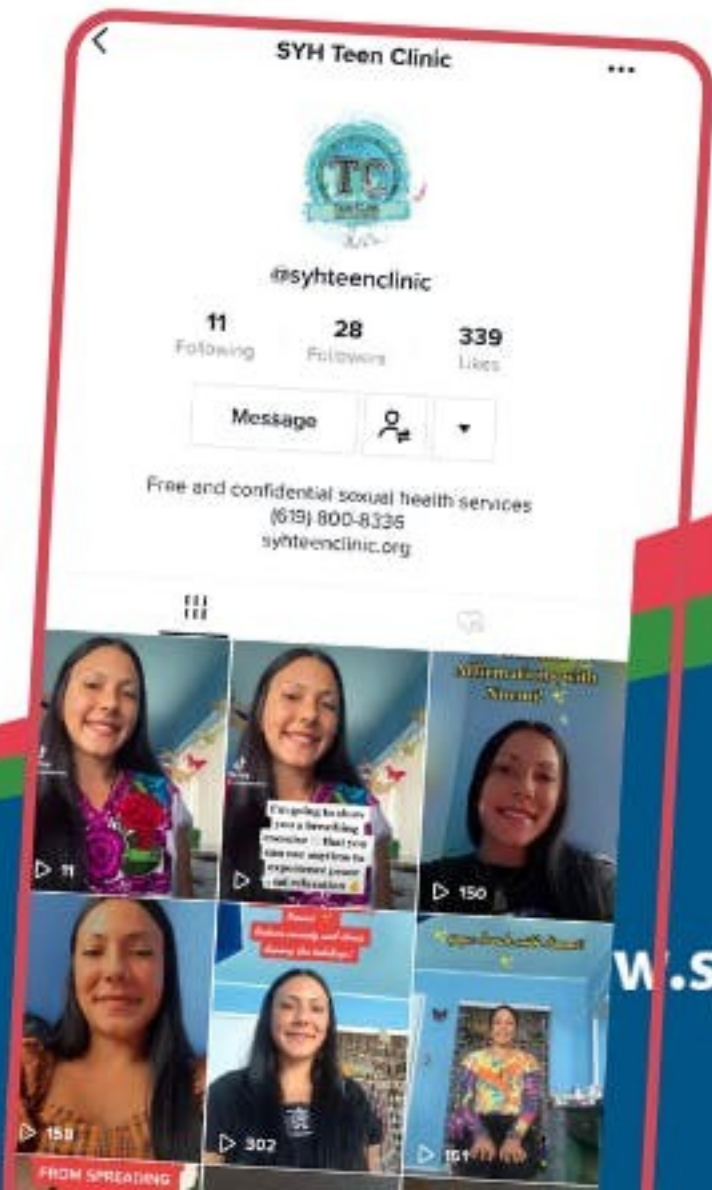
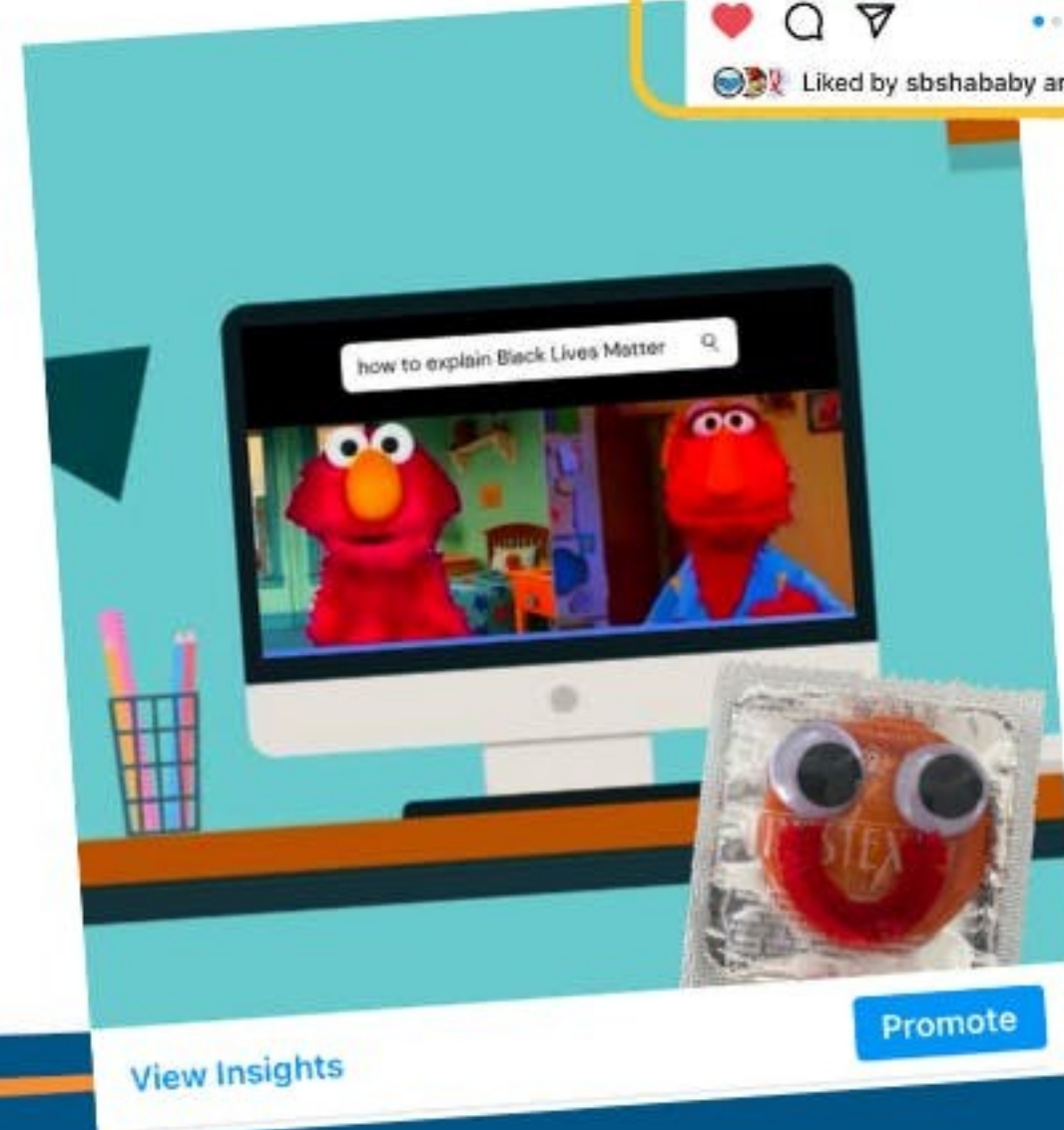
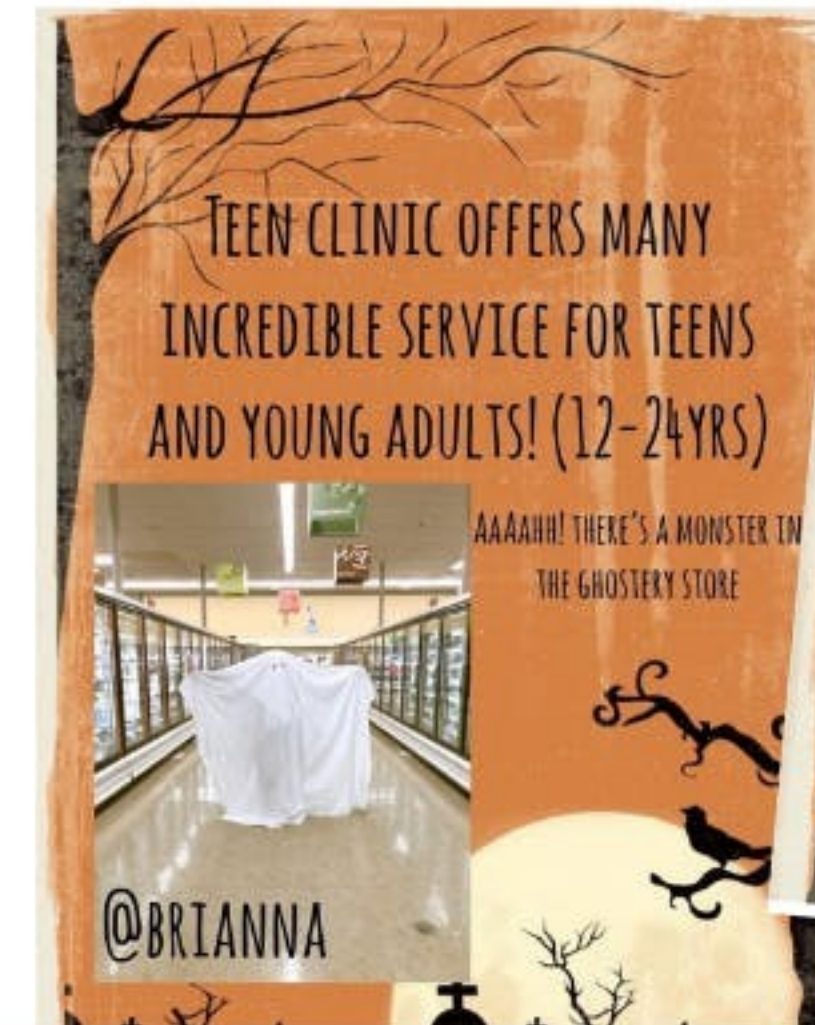
Traveling Condom – Ashley

Peer Health Advocates Post – JM

Fridays – Tiktok *recently added

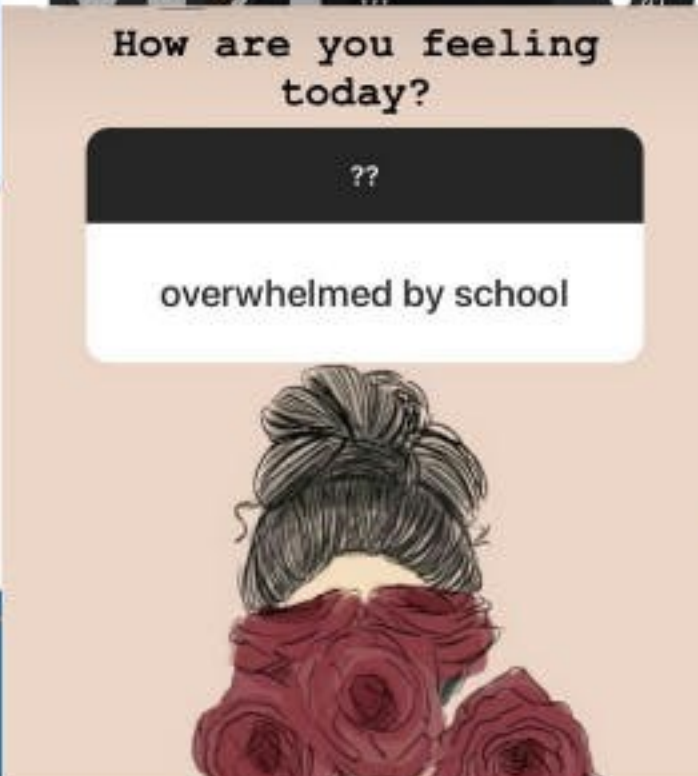
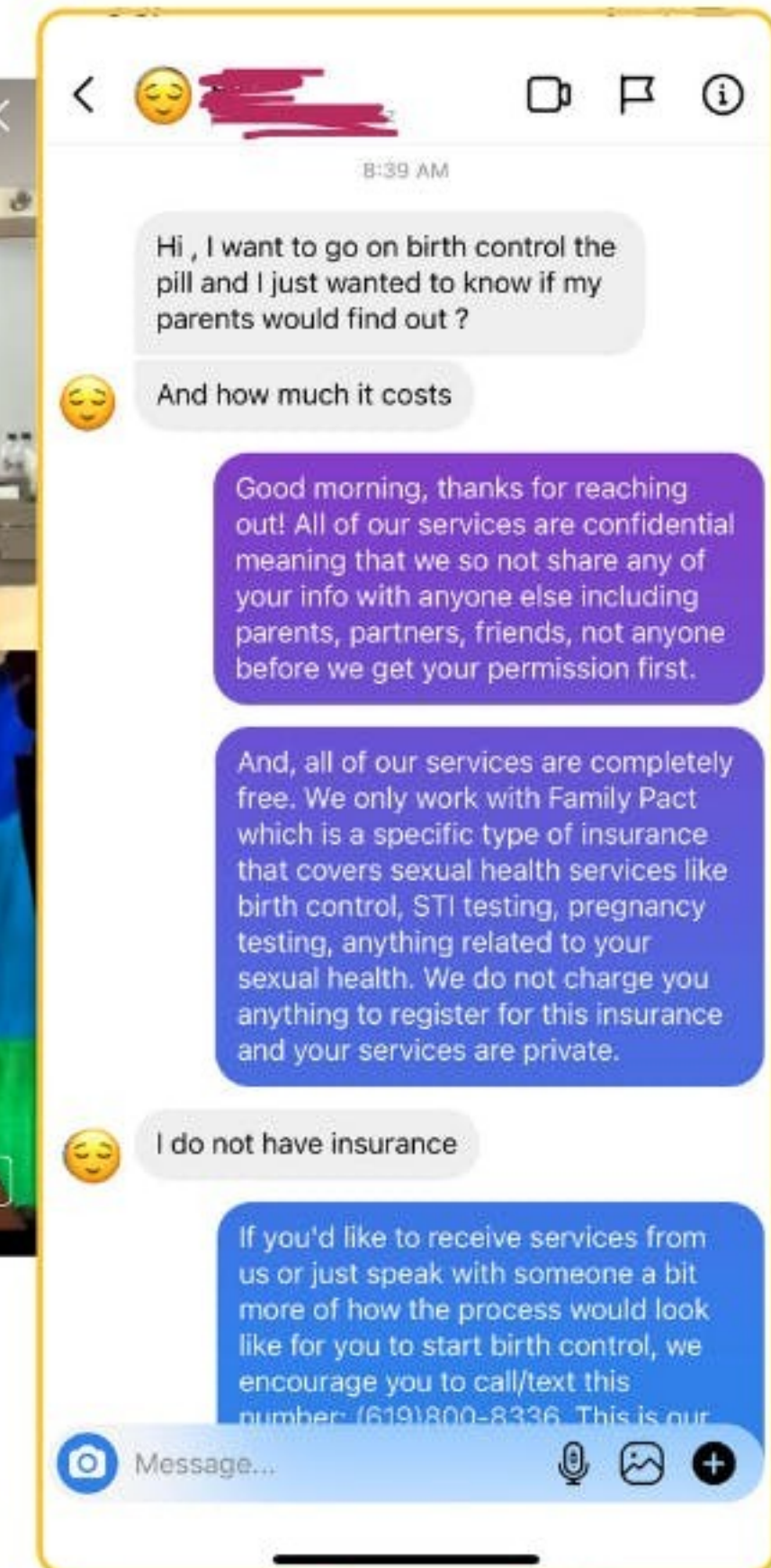
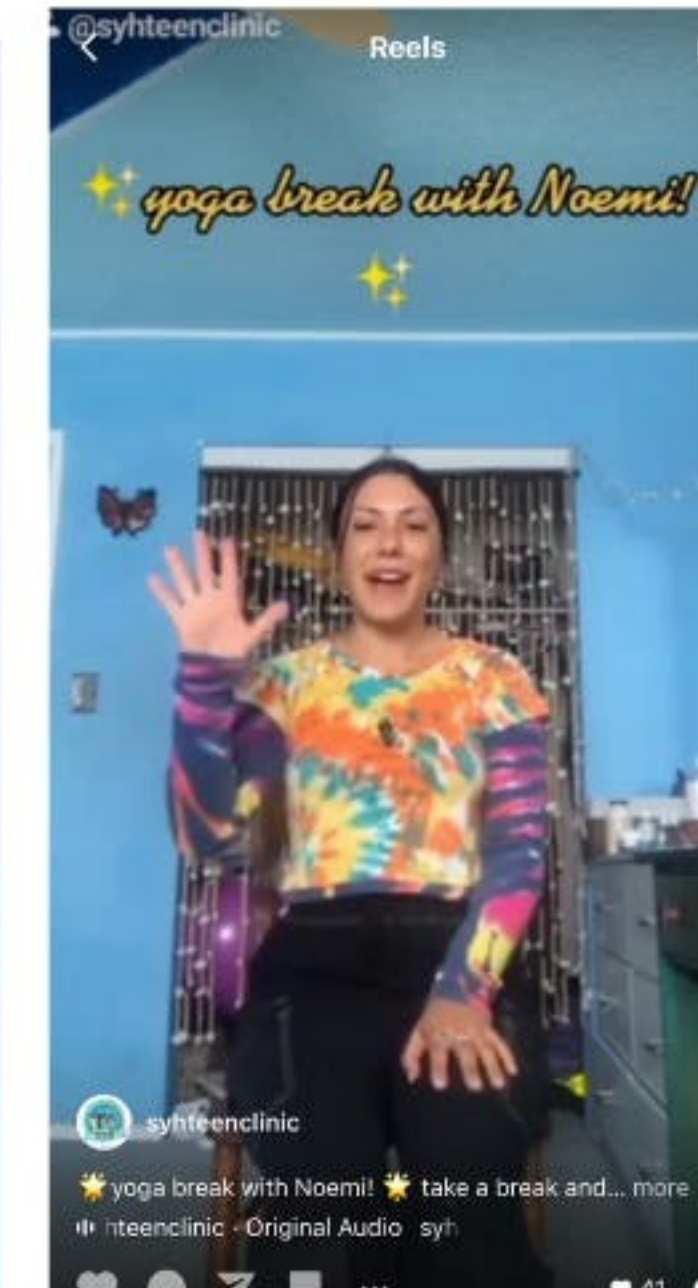
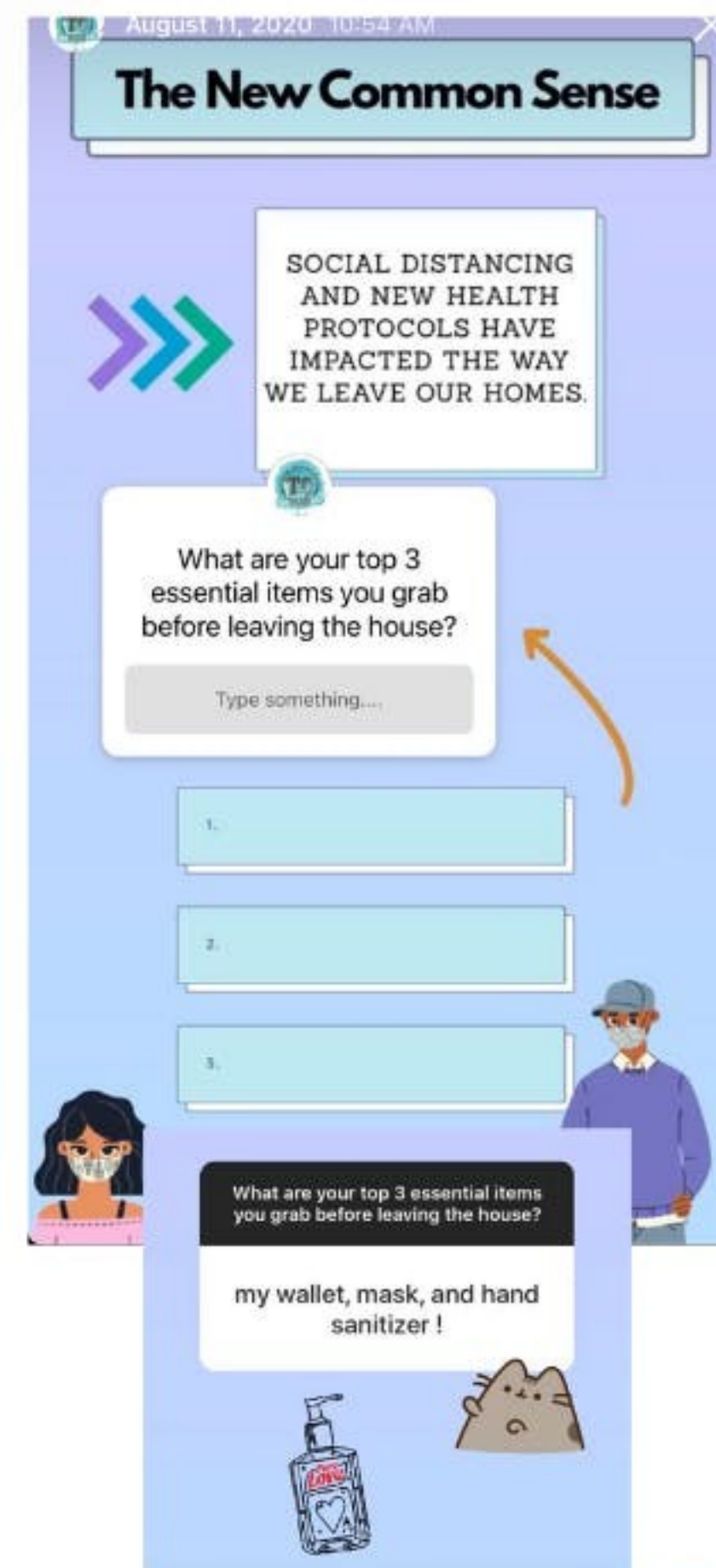
Stories – JM & others

Examples



Instagram Engagement Features

- Instagram Stories
 - Polls, Anonymous Questions
- IG LiveReels
- IGTV
- Direct Messages open for questions



Instagram Insights

Accounts Reached & Content

Interactions:

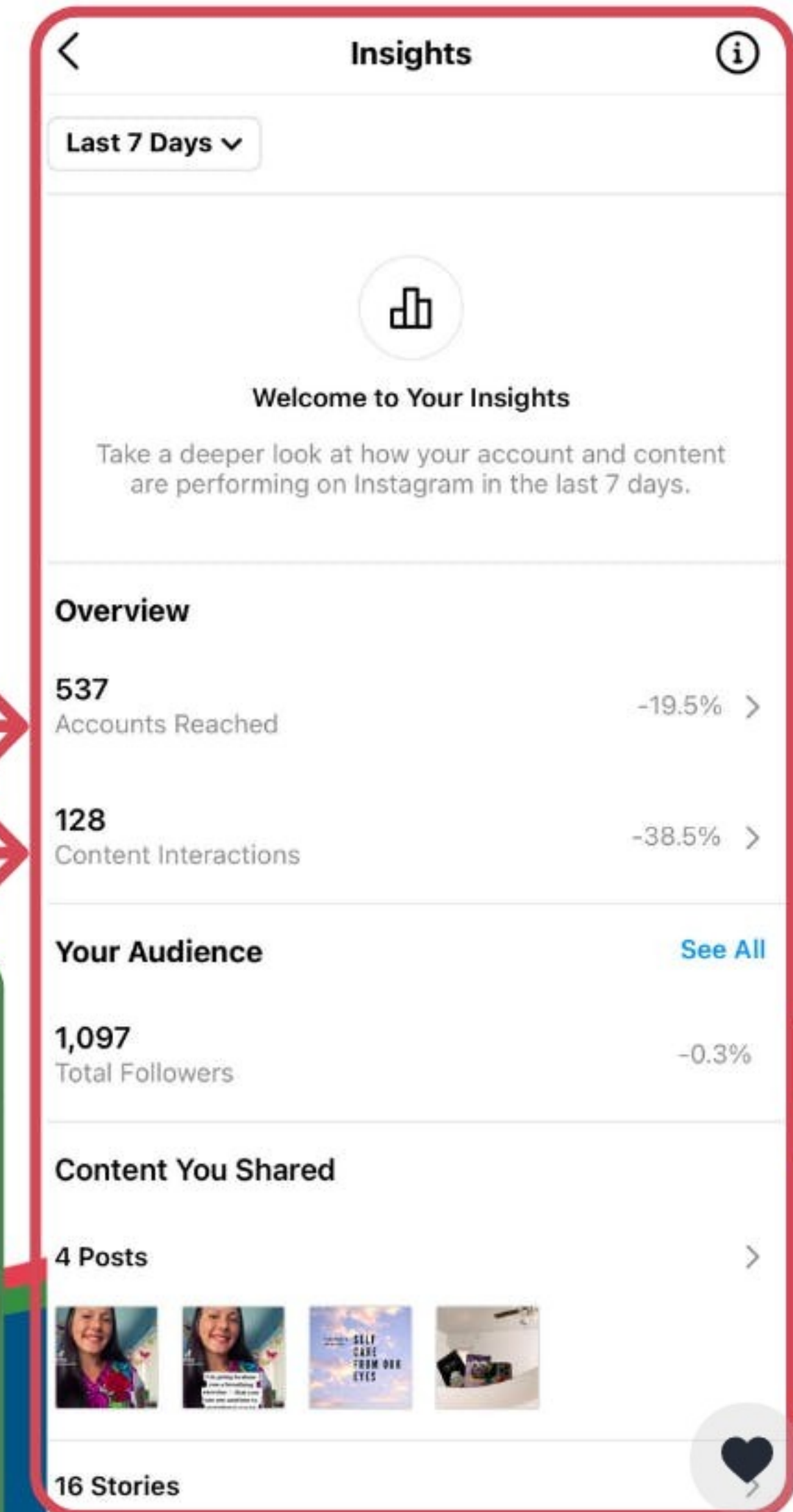
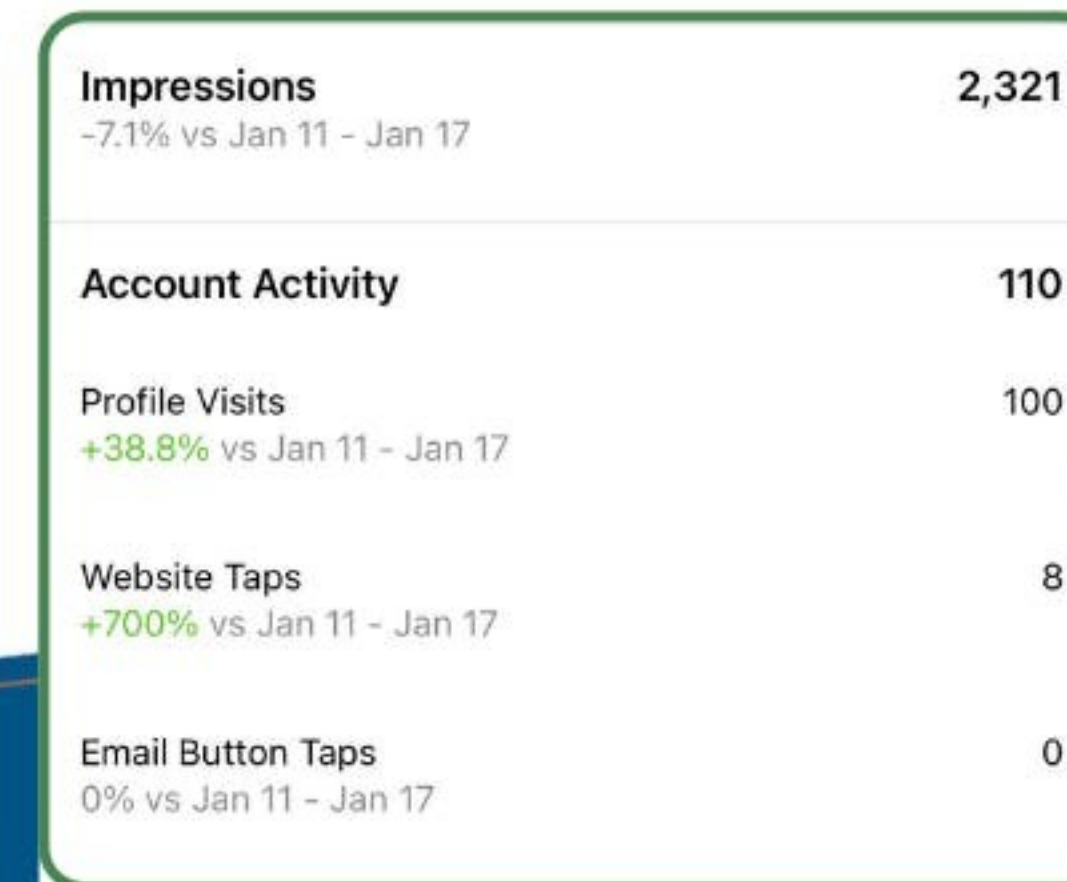
Profile Visits

Website Taps

Email Button Taps

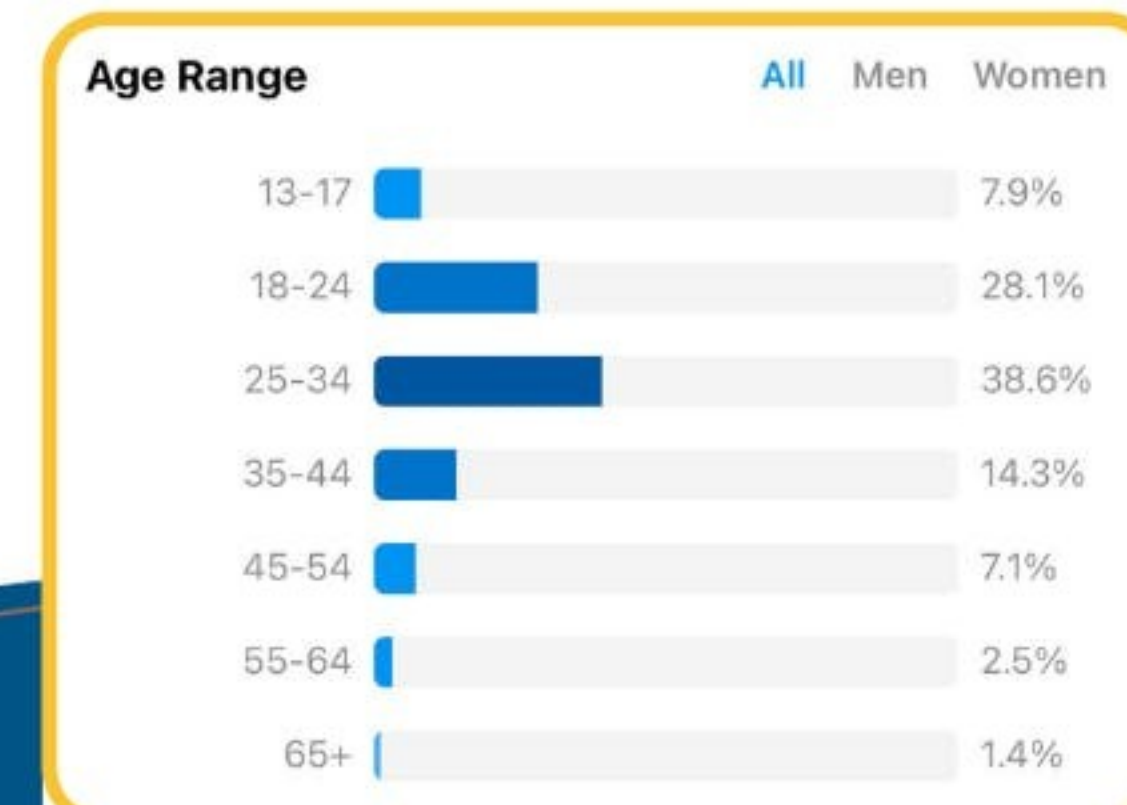
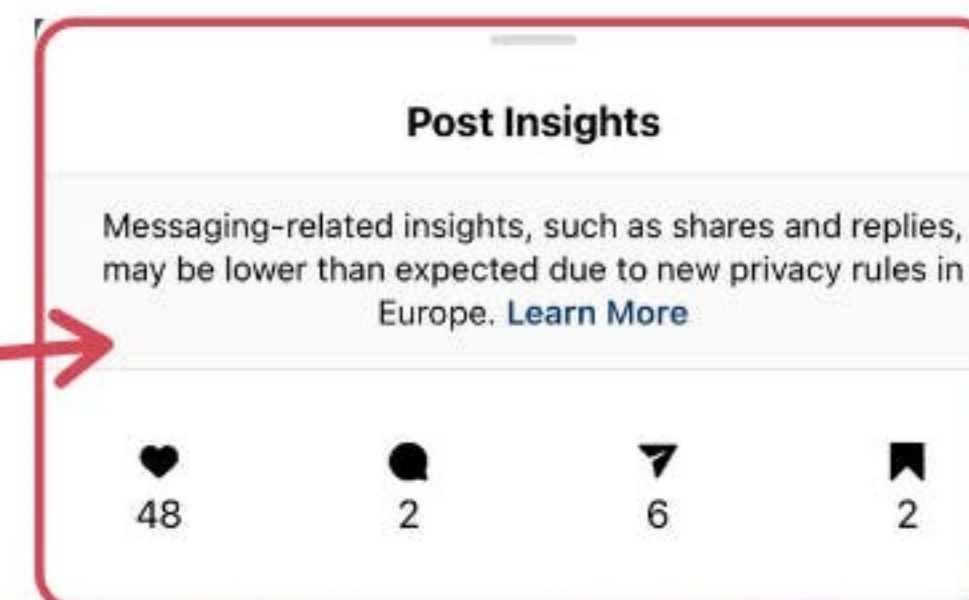
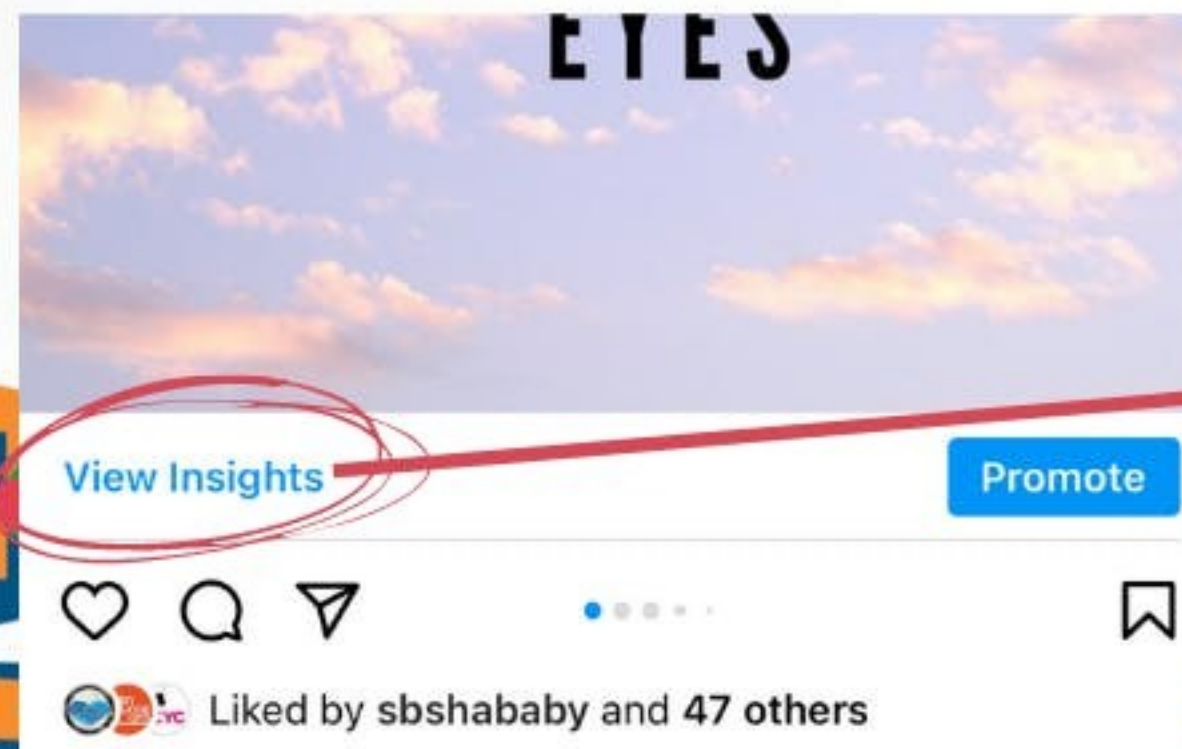
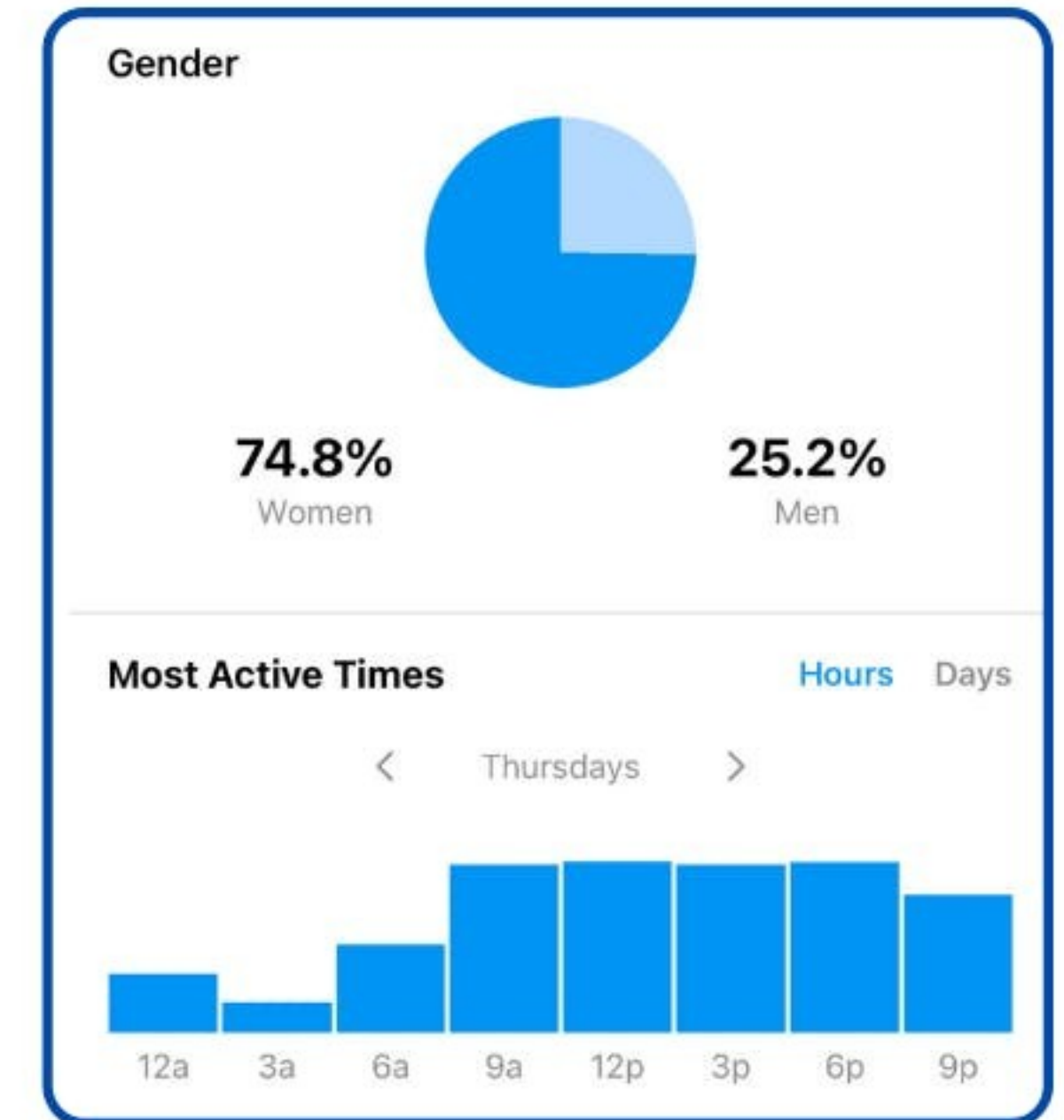
Top Posts/Stories/IGTV

Likes



Instagram Insights

Follower Breakdown:
Follows/Unfollows
Audience (age & gender)
Location
Most Active
Likes on posts



Tips Continued

- Make sure team is passionate about social media
- Know your audience
- Leave room for creativity and flexibility
- Highlight services on instagram
- Giveaways
- Change it to a creator account
- Collaborate with other organizations
- Use a variety of apps
 - Canva, Tiktok



Lessons Learned

- Team effort and engagement needed
- Structure is vital
- Use relevant social media apps
- Language
- Less flyers, more humans
- Representation



Any Questions??



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Gracias

謝謝

Thank you

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