

Mobilizing Youth & Creating Media to Prevent Adolescent Relationship Abuse

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Agenda

- Introduction & Objectives
- HARRT Model
- Social Media Analytics Compass
- Retweetable (activity)
- Case Studies: Mobilizing Highly Motivated Youth versus Disconnected Youth
- Closing



Introduction

ABOUT US

- Haven is a nonprofit organization providing **free** and **confidential services** to survivors of domestic violence and sexual abuse in Stanislaus County. Intervention, prevention and supportive services focus on safety, empowerment and transformation.
- The California Adolescent Health Collaborative is an Oakland-based nonprofit organization aiming to protect and improve the wellness of California's youth by **building capacity** in systems and seeding **innovation** through research.



Introduction

- The HARRT (**Healthy and Responsible Relationships Troop**) program in Stanislaus County evolved from a Domestic Violence and Health Care partnership between Haven Women's Center, the **California Adolescent Health Collaborative**—a program of the Public Health Institute, and Central Valley health care organizations.

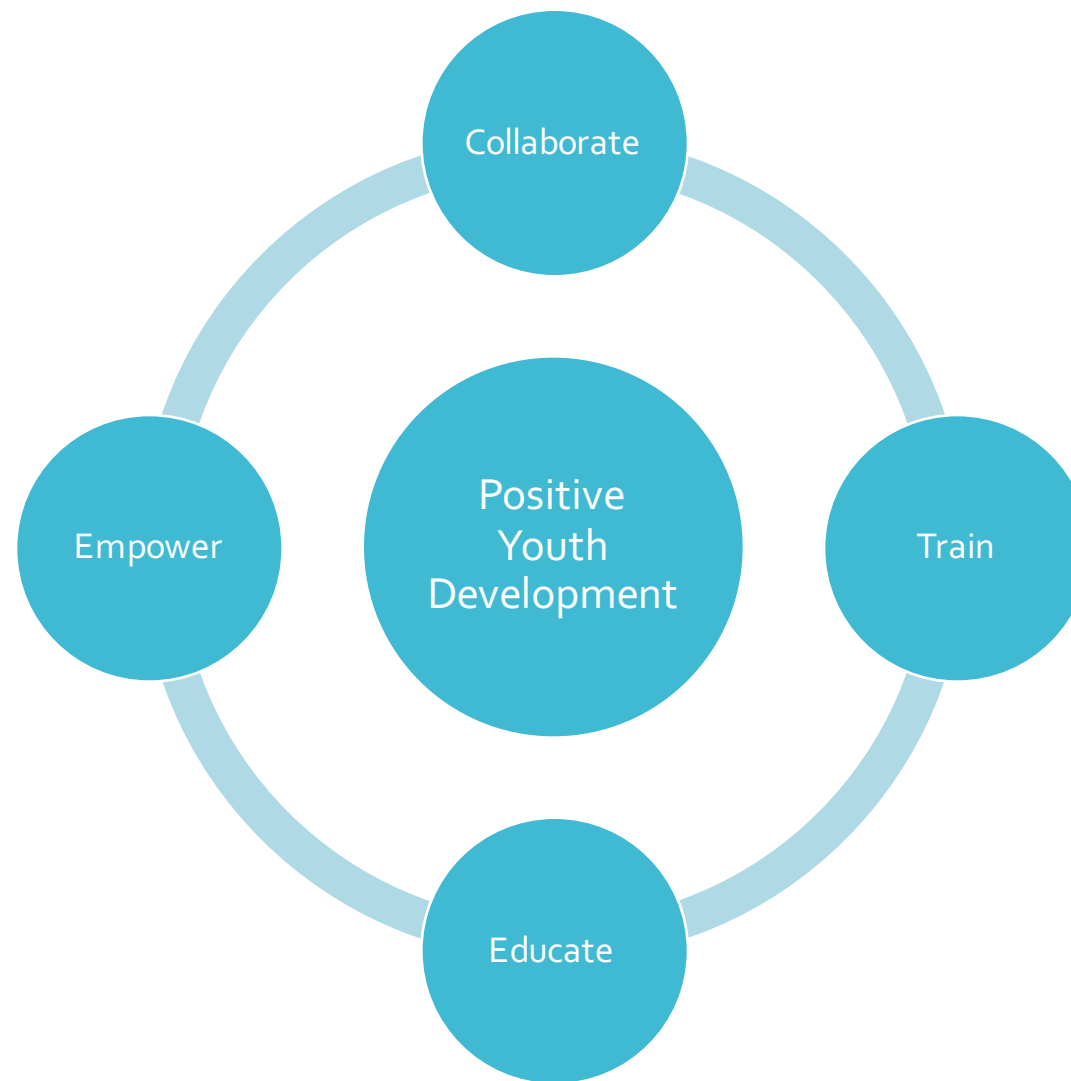
Objectives

By the end of this workshop participants will be able to--

1. Start a school-based program to prevent adolescent relationship abuse (ARA) using the HARRT Model
2. Work collaboratively with youth leaders to implement, measure and evaluate the impact of media-based ARA prevention activities using social media analytics
3. Apply practical youth mobilization strategies to create new (or enhance existing) youth-led ARA prevention efforts on and off campus



HARRT Model: Overview



HARRT Model

Collaboration

- **Build linkages** – schools & community based organizations
- **Engage** unlikely allies
- **Think beyond** the specific school site
- **Learn** from student leaders



HARRT Model

Training

- Youth **leadership** team meetings
- ARA 101 & **healthy relationships** education
 - Media **literacy**
- **Experiential learning** opportunities (hit the road!)
 - Campaign **planning**
- **Flexible & responsive** skill building
 - **Self-care** (seriously though...)
 - Serve the **whole student**



HARRT Model

Education

- Let **peer educators** leverage your reach & impact!
- **Fill** existing **gaps** (California Healthy Youth Act)
 - Expand **beyond** the **campus**



HARRT Model

Empowerment

- Strong youth leaders
- Safer, healthier student body
- Civic & **political** engagement
 - Changing school climate
- **Real world skills** (job market and/or college ready)
- **Give back**, be the change!



HARRT Model

Successes & Challenges



HARRT PSAs (Public Service Announcements)



ENOCHS HARRT
(HEALTHY AND RESPONSIBLE
RELATIONSHIPS TROOP)
PRESENTS



**PUBLIC SERVICE
ANNOUNCEMENT
RELEASE PARTY**

A Red Carpet Event

MEET THE AMAZING TEENS WHO ARE DEDICATED
TO RAISING AWARENESS ABOUT THE PROBLEM
OF ADOLESCENT RELATIONSHIP ABUSE!



**THURSDAY, FEB. 25TH
6:30 - 8:30 PM**

**MODESTO JUNIOR COLLEGE
EAST CAMPUS - FORUM 110**

LIGHT REFRESHMENTS WILL BE SERVED.



Social Media Analytics:

What does it mean?

“Business Intelligence”

- The practice of **gathering data** from blogs and social media websites and analyzing that data to **make decisions**.



Social Media Analytics:

What can it help you understand?

Gain new insights

- Understand social media engagement patterns across your Facebook, Twitter, LinkedIn, Pinterest, and Google+ accounts, and add **insights** from Google Analytics



Identify social influencers

- Pinpoint the key influencers and organizations driving important conversations and **generating buzz**



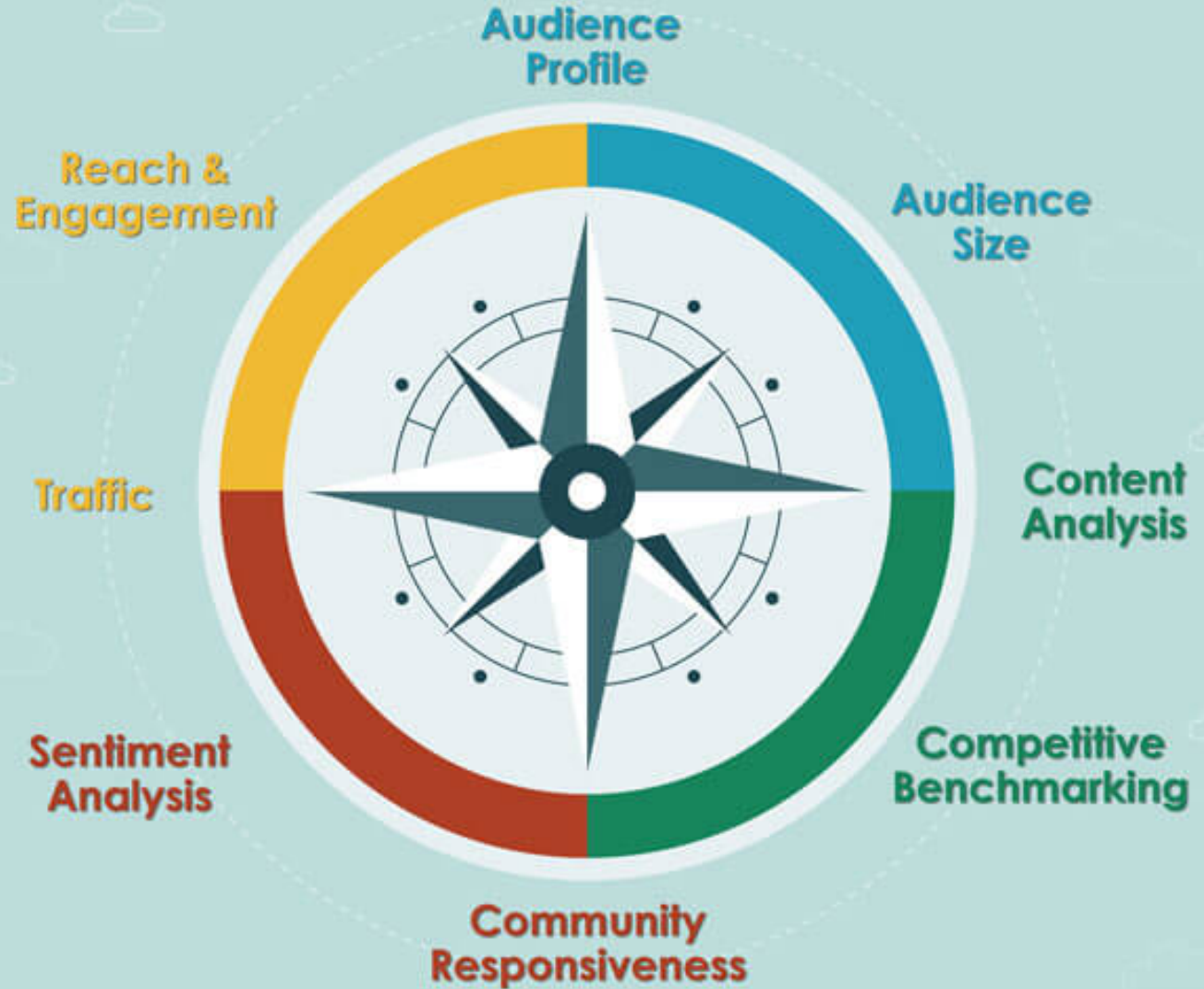
See what content resonates

- Measure clicks, likes, retweets and more to learn **what** content **works** and what content doesn't



Social Media Analytics Compass

THE SOCIAL MEDIA ANALYTICS COMPASS



Social Analytics Compass

Tip: Continuously build your audience

Audience Size

- Does **size matter**?
- Are you assessing growth? Loss?



Audience Profile

- Who is part of your **fan club**? Who are you targeting? Attracting? Missing?



Lurkers



Influencers



Engagers

Tip: People pay attention even when they are not sharing

Social Media Analytics Compass

Reach and Engagement

- How much of your audience are you reaching? How much are engaging with your content?
- **Do likes matter?**
- Ghost-sharing (screenshot and share sensitive content)



Traffic

- Generate traffic by using hashtags, **backlinks** and diversifying content
- Post(s) should be a **call to action**, directive and informative



Social Media Analytics Compass

Tip: If no one is engaging you have either the wrong content or the wrong audience!

Content Analysis

- Are videos, pictures or text updates working best?
- Do you have **the right mix** of content?



Community Responsiveness

- Avoid social media blindness
- Are you getting **engagement** on your questions? Are your posts interactive?



Social Media Analytics Compass

Tip: Learn from your competitors

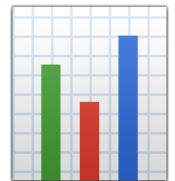
Community Benchmarking

- Compare your engagement stats to your **competitors**
- Learn from your competitors mistakes and successes
- **Respond to feedback**



Sentiment Analysis

- **Opinion-mining**
- Analyze positive, negative and neutral mentions
- Skewed data; sarcastic "likes"
- How are you reporting/tracking social media activity?
 - **Dashboards**



Social Media Analytics: Resources

TWEETING 101

- <http://www.adweek.com/socialtimes/create-perfect-tweet-infographic/488150>
- <http://www.theguardian.com/small-business-network/2015/sep/23/how-to-write-the-perfect-tweet>
- <http://www.fastcompany.com/3030462/work-smart/twitter-101-how-to-get-more-clicks-retweets-and-reach>

SOCIAL MEDIA MANAGEMENT TOOLS:

- <https://buffer.com> | <https://hootsuite.com>

20 MOST RETWEETABLE WORDS AND PHRASES:

- <http://wersm.com/the-20-most-retweetable-words/>

TRENDING TOPICS WORLDWIDE (W/REAL-TIME UPDATES):

- <http://trends24.in>

SHORTEN LONG LINKS:

- <https://bitly.com>

Activity: Retweetable

Crafting the perfect tweet

- Know the difference between **voice** and **tone**
- Talk with people, not at them
- **Keep tweets conversational**
- Think about how your content will be consumed by your followers
- Use **viral words**, phrases and #hashtags



Source: *bufferapp*

Activity: Retweetable

During the next 5 minutes, you will log into your organization's (or personal) twitter account to post an **original tweet** about our workshop. Your post must:

1. Be 140 characters or less (~10-12 words)
2. Use at least one **hashtag** (and/or emoji 😎)
3. Address at least one of the **social media analytics** compass

Please **be prepared to share** out!



Mobilizing Youth & Creating Media to Prevent Adolescent Relationship Abuse



@HARRTroop
@teenhealthca
@cpedvcoalition

TWEETS
14K

FOLLOWING
2,393

FOLLOWERS
406K

LIKES
3,483

LISTS
4



Following

Adult Allies in Action

@Adaora_and_HollyGrace



California



<http://www.shiftingthelens.org/>



Joined May 3, 2016

Trends · [Change](#)

#shiftingthelens
#lemonade
#haveaHARRT
#Prince
#endDV
#nbaplayoffs
#stopARA

Instructions:

[Compose new Tweet](#)

Tweet one question, comment or learning from this workshop. Make sure to @tag us and use at least one #hashtag!



HARRTroop @HARRTroop

Adolescents are #shiftingthelens of ARA prevention through youth-led media campaigns 🎥. Watch us #endDV @cpedvcoalition

[Tweet](#)



CAHC @teenhealthca

When Bey has #teens talking about relationships and empowerment >>> 👁️ #lemonade 🍋 @cpedvcoalition #shiftingthelens

[Tweet](#)

Mobilizing Youth: Case Studies

Challenges

- Retention, chronic absenteeism, recruitment, sustainability

Case Studies

- How to **mobilize disconnected youth**
 - City Year New York (South Bronx)
 - Recruit from soft skills training/leadership class
 - Connect with drop-in centers/site-based programs
 - Project-based learning and leadership opportunities
 - Culminating event (talent show/showcase)
- How to take motivated youth to the **next level**
 - Enoch High School

Who is in the room? Any **advice**?



Closing

Connect and Collaborate!

- Follow us on social media!

Haven/HARRT

Facebook:

Haven Women's Center of
Stanislaus

HARRTroop

Twitter:

@HARRTroop

#haveaHARRT

CAHC

Facebook:

California Adolescent Health
Collaborative

Twitter:

@teenhealthca

Website:

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