

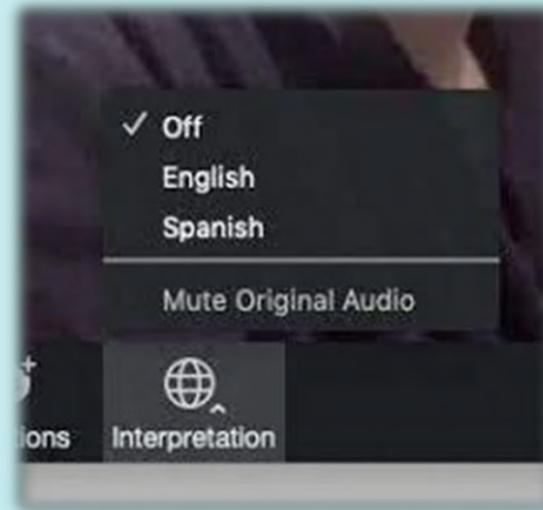


**COVID-19 and Social Media:  
Best Practices to Reach Your Communities**  
THURSDAY, JANUARY 20, 2022 | 4:00PM ET / 1:00PM PT

# Language Interpretation

## Interpretación del idioma

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



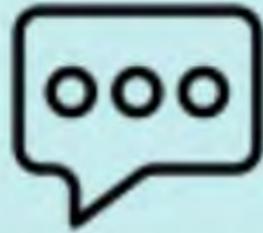
Para escuchar esta presentación en español, hacer clic en el ícono del mundo de interpretación y seleccionar su idioma.

## Closed Captioning

To enable close captioning, please click on the closed captioning icon and select "Show Subtitles"



# 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

# Agenda

## 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**



**Dana Variano**  
*Account Manager, Digital*  
**RALLY**



We are

RALLY



**Social Media +  
Community Organizing**



**Dana Variano**

She/They

- 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.

# Tell [real] Stories

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

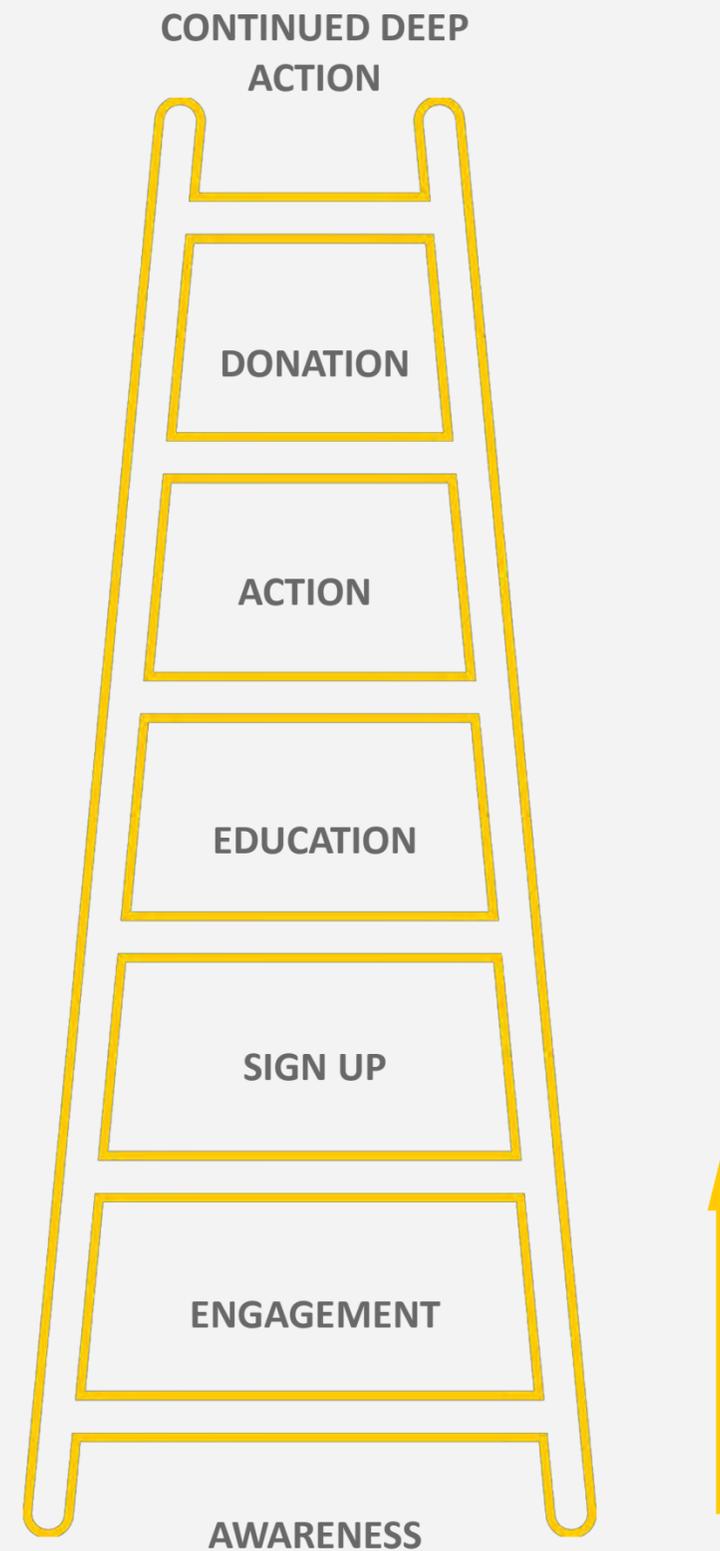
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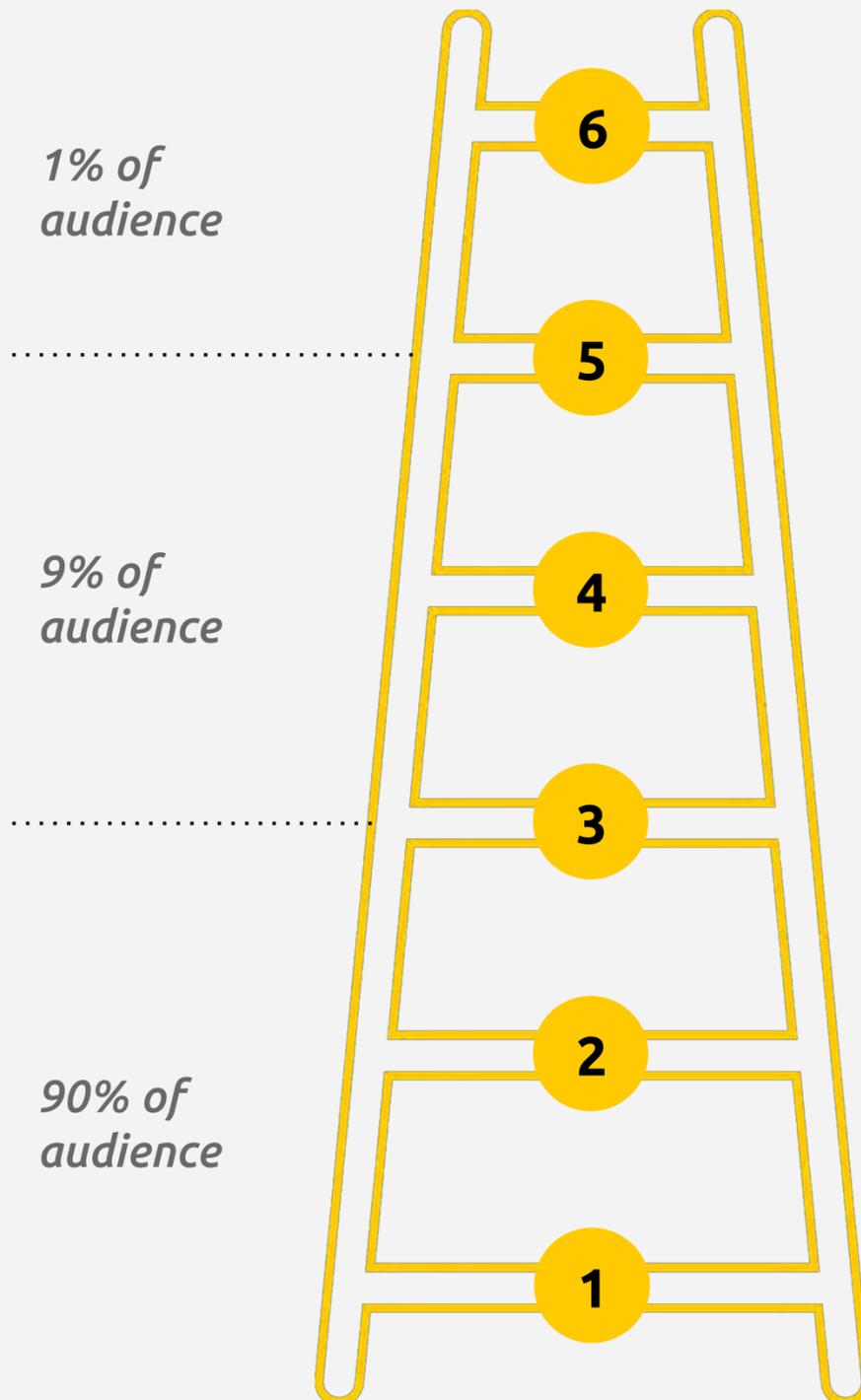
Build a base of community members who are deeply educated + engaged

---

Create multiple ladders to align with different audience personas

---





**Level 6: Ambassador**

*Audience becomes brand evangelist & content creator.*

**Level 5: Donate/Volunteer**

*Audience commits money or time.*

**Level 4: Take Action**

*Audience signs petition, attends event, takes key action..*

**Level 3: Sign-Up/Follow**

*Audience establishes an organic connection*

**Level 2: Engage**

*Audience engages with content, likes or shares on social, watches a video, visits the website.*

**Level 1: Eyeballs**

*Audience sees content.*

*Social media sweet spot*

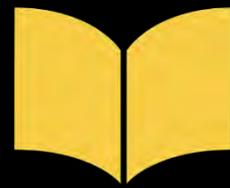
## Awareness



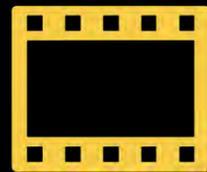
Learn About



Discover



Read



Watch



Listen

## Engagement



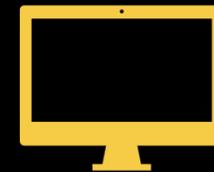
Vote



Advocate



Like, share,  
and comment



Sign a  
petition



Attend an  
event



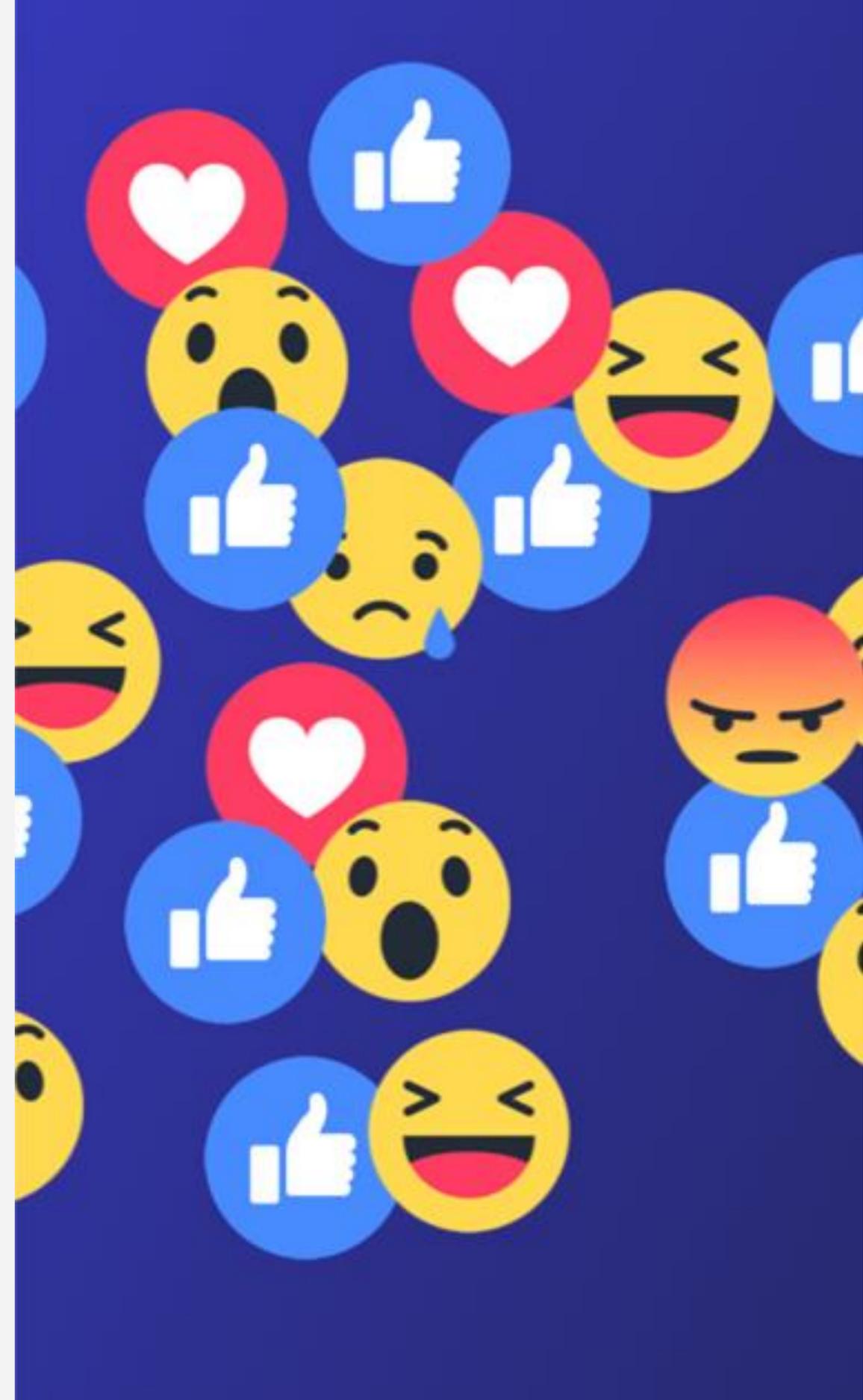
Donate time,  
money, & talent

# Channel Review

A grayscale photograph of a person's hands typing on a laptop keyboard. The laptop is open and positioned in the foreground. In the background, there are several large computer monitors on a desk, some displaying code or data. The overall scene is dimly lit, with the primary light source coming from the laptop screen and the ambient light of the workstation.

## 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.



## 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

LOCATION

@MENTION

ADD YO

QUESTIONS

GIF

MUS



POLL

#HASHT

DONATION

LINK

PH 10

## 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

Tweets Tweets & replies Media Likes

Pinned Tweet

 **Health Leads**  @HealthL... · 4/11/19 ...

Community lies at the heart of health. See how we're partnering with communities and health systems in California and Massachusetts to co-create an equitable future. Learn more:



2,047 views

 3  2  19 

 **Health Leads**  @HealthLead... · 45m ...

New Report ✨ In partnership with @MassLawReform & @NASWMA, we discuss closing the #SNAPGap by simplifying the application process for

700,000+ people in California and Massachusetts

## 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

The screenshot shows the LinkedIn profile for Vaccine Equity Cooperative. At the top, there is a profile picture of a person wearing a face mask and the company logo, a stylized triangle with orange, green, and red sides. The name "Vaccine Equity Cooperative" is displayed in large, bold black text. Below the name is the company description: "VEC connects community-based workers with quality resources to inform their communities." and the location "Hospital & Health Care • Boston, MA • 71 followers". A link to "See all 6 employees on LinkedIn" is visible. Two buttons are present: "Visit website" with an external link icon and "Following" with a checkmark. Below this is a navigation bar with tabs for "Home", "About", "Posts" (which is selected and underlined), "Jobs", and "People". Under the "Posts" tab, there are filters for "All" (selected), "Images", "Videos", and "Articles". At the bottom, the mobile navigation bar shows icons for "Home", "My Network", "Post", "Notifications", and "Jobs".

## 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\_m  
edium=awareness&utm\_id=yo  
uth-vaccine-1*

### Step 2

## Set up Campaign

- Objective selection
- Audience
- Ad format
- Placement
- Budget & Schedule
- Conversion Tracking

### Step 3

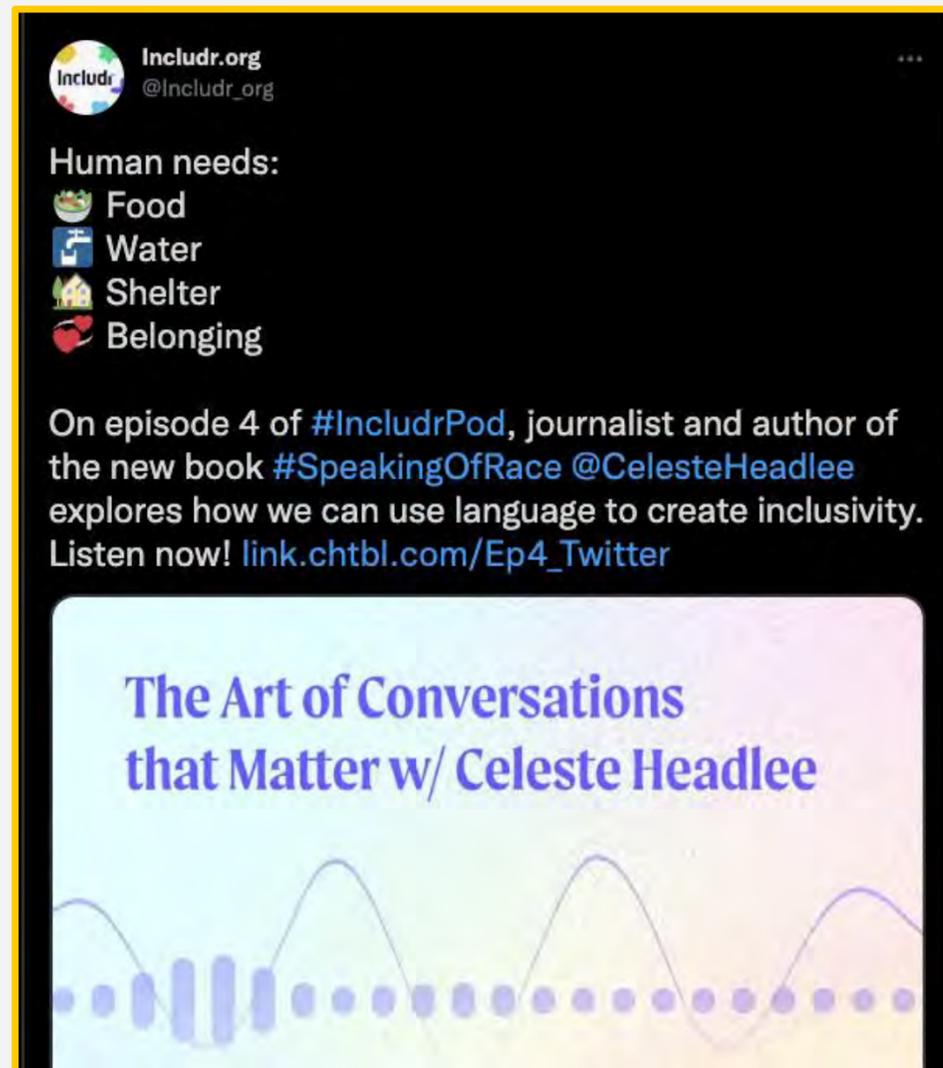
## Set up Ads

- Sponsored Content

# Copywriting + Images



# 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.

---

A dark, grayscale photograph of a group of people in a meeting or community gathering. The image is dimly lit, with the subjects appearing as silhouettes or low-contrast figures. In the center, a woman with short dark hair is seen in profile, looking towards the right. To her right, another woman with curly hair and glasses is also in profile, looking towards the left. In the background, other people are visible, including a man on the left and another person on the right. The overall atmosphere is professional and collaborative. The text 'Community Management' is overlaid in a clean, white, sans-serif font on the left side of the image.

# 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

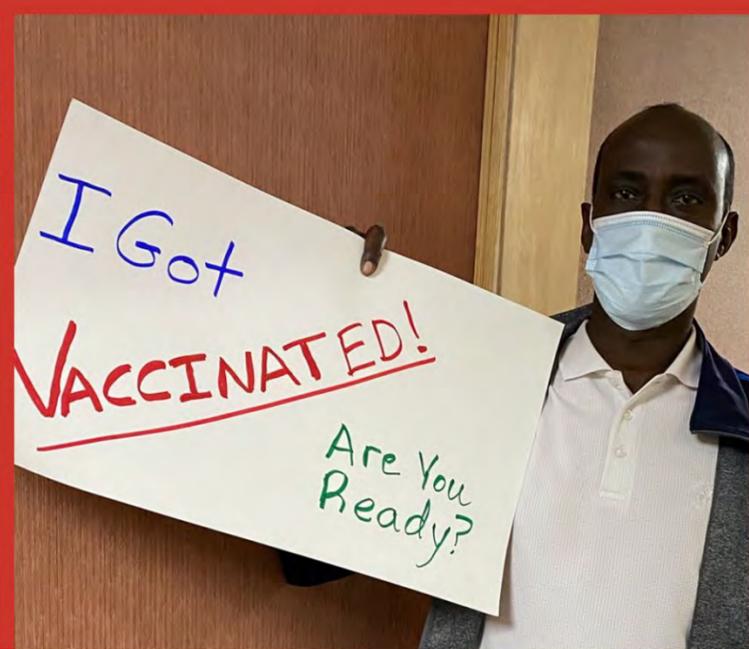
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RALLY

**Thank you!**

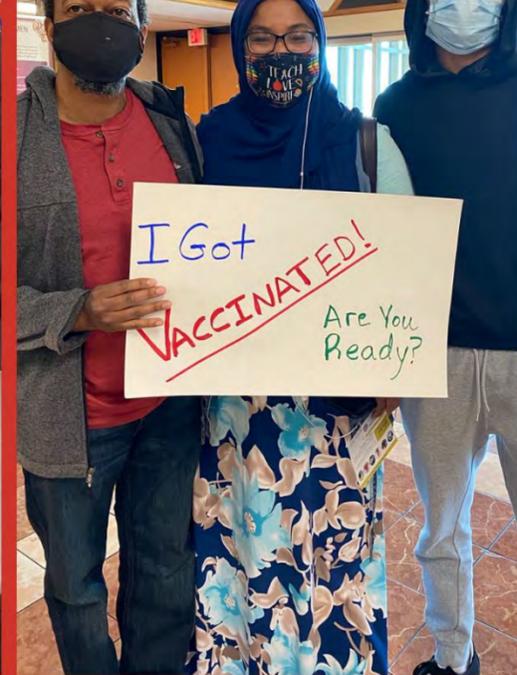


**Sabina Mohyuddin**  
*Executive Director*  
**American Muslim Advisory Council**



Have a safe Ramadan

Get vaccinated today!





**Gilberto Lopez**  
*Founder*  
**COVID Latino**

# **TOONDEMIC: THE ART OF COMBATTING VACCINE MISINFORMATION**

**Gilberto Lopez**

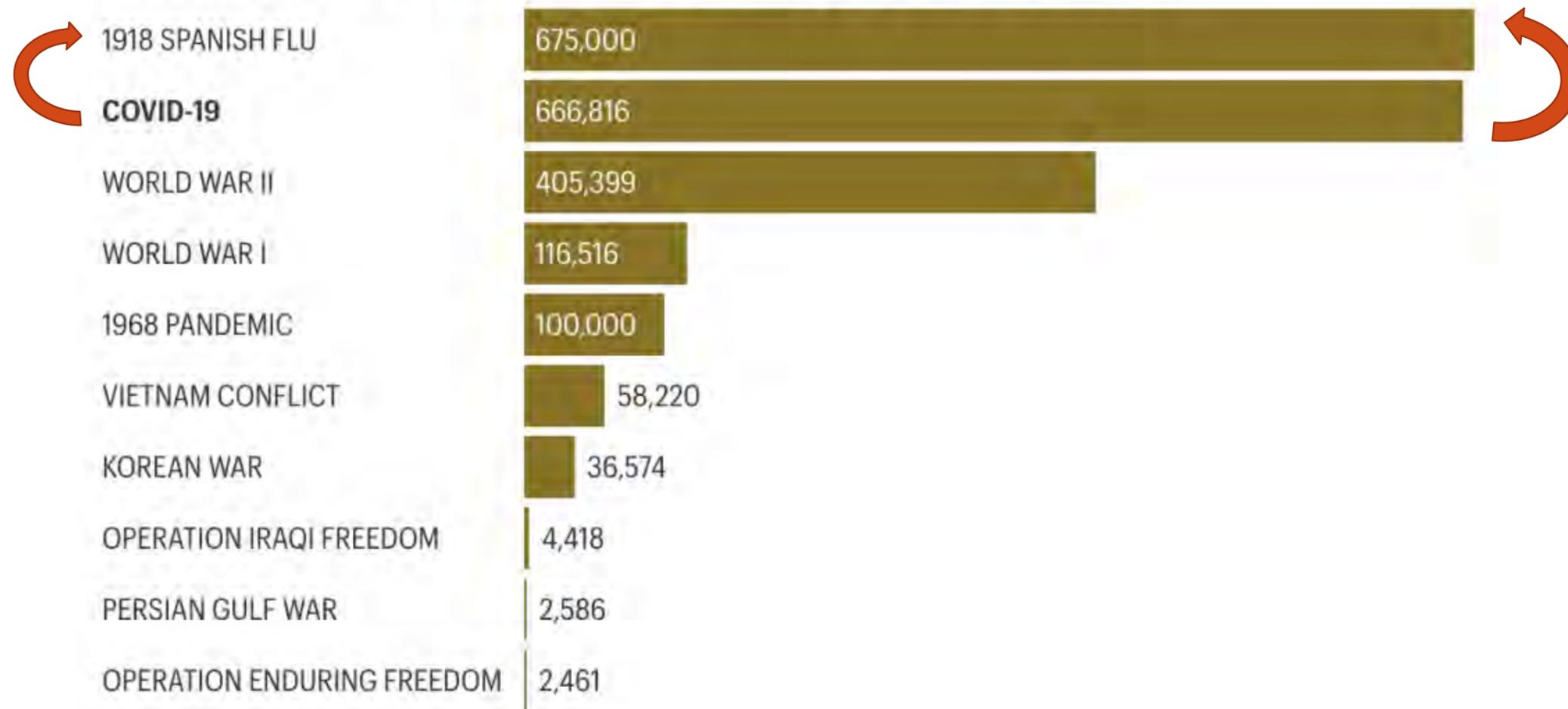
**Assistant Professor**

**ASU** School of  
Transborder Studies  
Arizona State University



# COVID IN CONTEXT

## U.S. deaths from wars and major pandemics



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

CHART: LANCE LAMBERT • SOURCE: CDC, THE NEW YORK TIMES, U.S. DEPARTMENT OF DEFENSE

FORTUNE



Overall, U.S. life  
expectancy  
dropped by

**1.5**  
years.

U.S. Hispanic men  
lost an average

**3.7**  
years

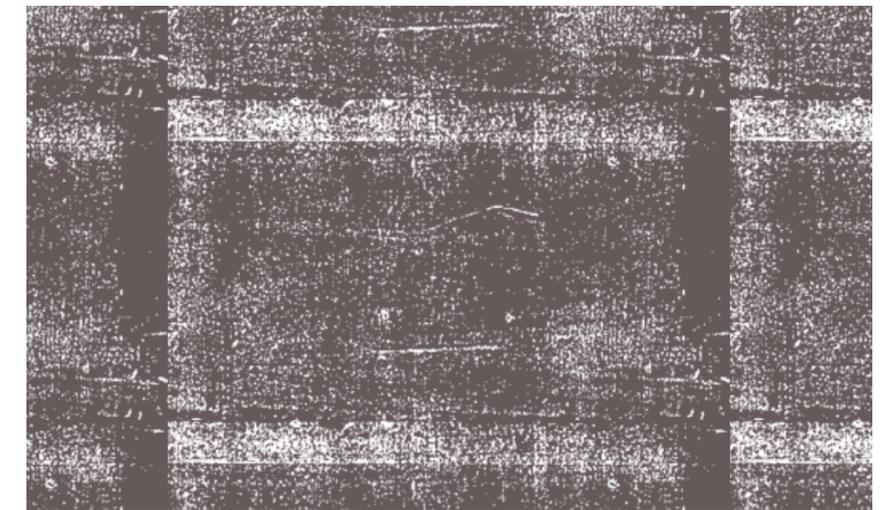
off their lives  
in 2020.

**CHANGE IN LIFE EXPECTANCY**



# COVID-19 (MIS/DIS) INFORMATION

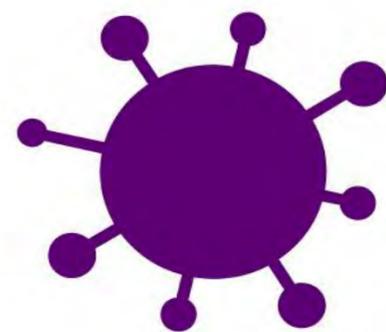
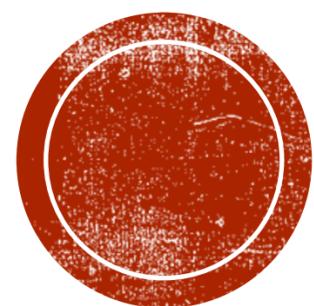
- Latinx not receiving same quality or quantity of COVID-19 information
- More likely to consume and share misinformation online



CALIFORNIA

COVID vaccine disinformation a big reason behind low inoculation rates, officials say



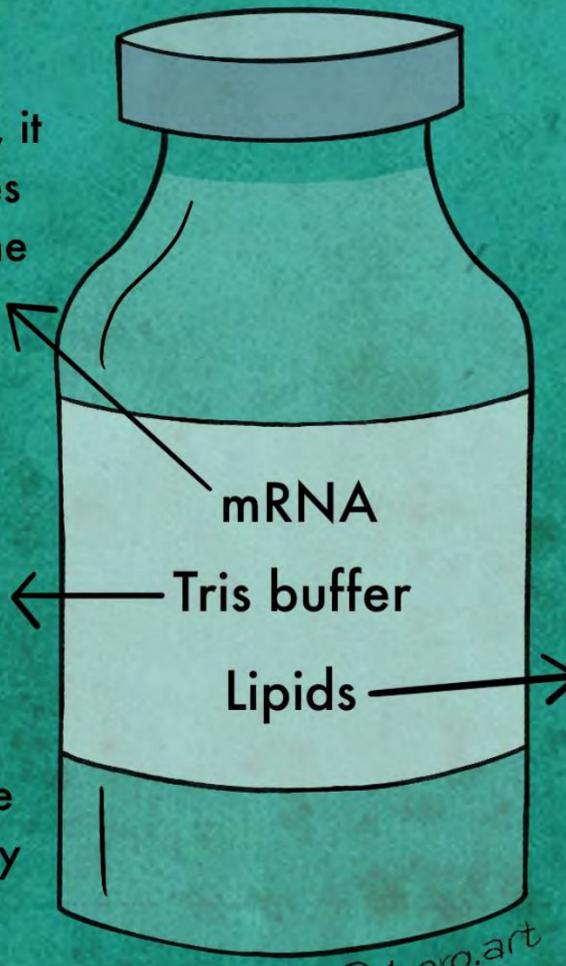


**COVIDLATINO**



# WHAT IS COVID-19 VA

...carried mRNA in  
this vaccine reaches  
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.

@4.pro.art



# LAUNCHED APRIL 20, 2021

# LA PFIZER



ESSENTIALS

FOOD





# What's in a COVID-19 Vaccine?

Manufacturer: Johnson & Johnson

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 viral vector vaccines against diseases like Ebola. Some COVID-19 vaccines are made the same way. Learn more about what is — and isn't — part of 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 viral 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. Those antibodies then stand ready to seek and destroy the virus if it shows up later.

**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 an empty shell that is used to hold the SARS-CoV-2 protein information.

The SARS-CoV-2 genetic material and the adenovirus are the active ingredients in this vaccine — the ingredients that help protect you from getting sick with COVID-19.

**What isn't in this vaccine?**

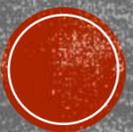
There is **no live or whole SARS-CoV-2 virus** in this vaccine, so you cannot get COVID-19 from it. And the SARS-CoV-2 genetic material in the vaccine cannot change your DNA. Eggs, preservatives, fetal cells, any other kind of cell, mercury, and latex are also **not** a part of this viral vector vaccine or its packaging.

**3**  
**A buffer solution**

The buffer solution keeps all the vaccine ingredients exactly the same from the time they are made and shipped until they are given to people. It is made with several common compounds\*\* that keep many other medicines stable in the same way.

\* Adenoviral vector full name: replication-incompetent recombinant adenovirus type 26 (Ad26).

\*\* Full chemical names of the buffer solution compounds in this vaccine: citric acid monohydrate, trisodium citrate dihydrate, ethanol, 2-hydroxypropyl-β-cyclodextrin (HPBCD), polysorbate 80, sodium chloride, sodium hydroxide, and hydrochloric acid. These are inactive ingredients.



21



LA VACCINE

21



LA PFIZER

21



LA MODERNA



21

## 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.



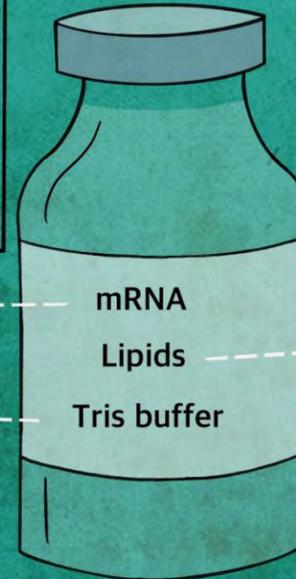
# LA VACCINE

21

## 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.



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

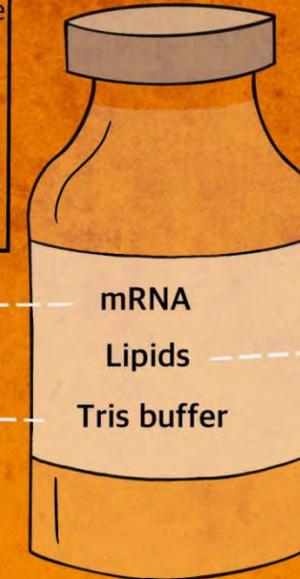
# LA PFIZER

21

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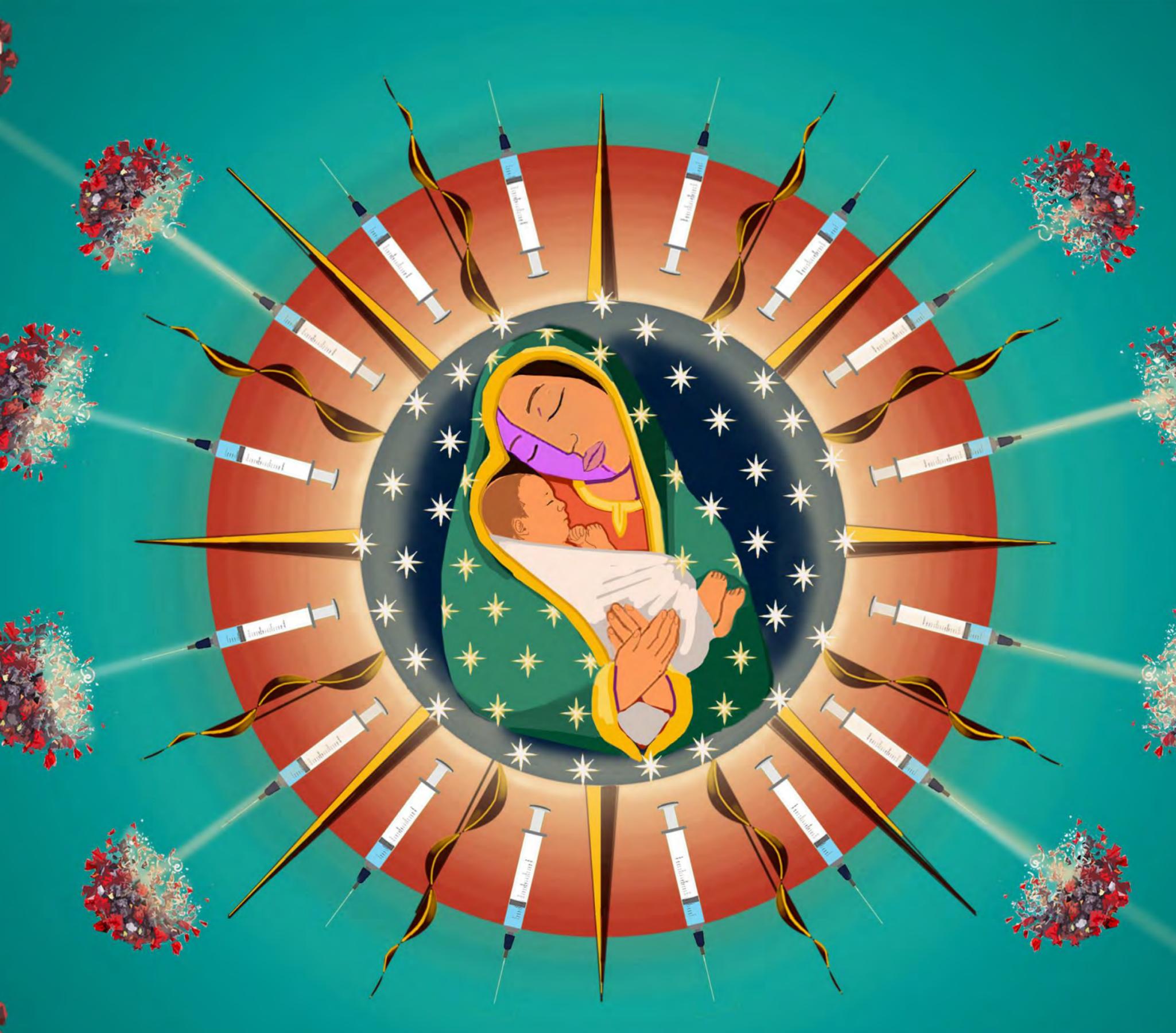
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Lipids are fatty, oil-like particles that form a protective layer around the mRNA as it travels to your cells

# LA MODERNA





Darrin Armijo-Ward

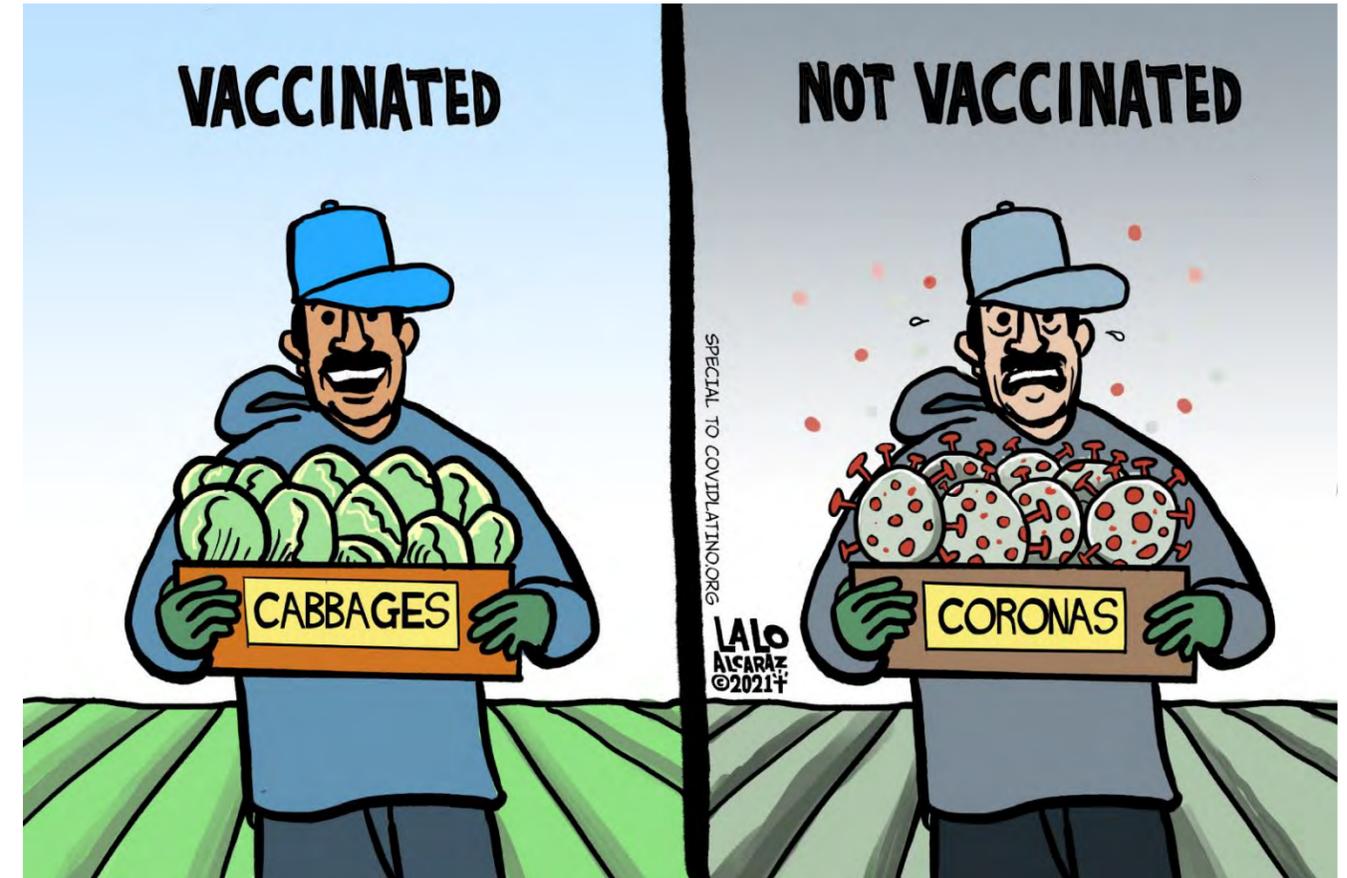


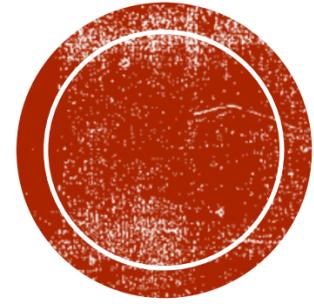
Darrin Armij



Darrin Armijo-Wa

# THE THINGS YOU CAN WIN IN THE **LOTERIA OF LIFE** IF YOU GET VACCINATED AGAINST COVID 19





# THANK YOU

Gilberto Lopez  
gilberto.lopez@asu.edu

# Additional COVID-19 Social Media Resources

The word "RALLY" is written in a bold, black, sans-serif font, centered within a bright yellow rectangular background.

## [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.

# Thank You



**Julie Scofield**

*Project Director, Community COVID Coalition*

**CDC Foundation**

- 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!