

SOCIAL MARKETING 101



USING SOCIAL MARKETING TO MEET SNAP-ED GOALS

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ALASKA HEALTH AND SOCIAL SERVICES

WHAT WE'LL TALK ABOUT

What is social marketing and what it isn't

Social marketing options

Campaign and marketing examples

How to do social marketing cost-effectively

WHAT WE DO

PUBLIC RELATIONS

Over 800 media inquiries per year.

GRAPHIC DESIGN

Design for print, web, video, social media

WEB

12,000 page website, over 4,000 webpage updates a year.

SOCIAL MEDIA

Facebook, Twitter, YouTube, Vimeo. Sometimes others.

VIDEO

5 to 10 longer-form videos/year
3 to 5 TV ads/year
10 to 20 radio ads/year

PRINT

250-300 print publications/year
From pamphlets to giant reports

ABOUT OUR WORK



SOCIAL MARKETING DEFINITION

"the application of commercial marketing technologies to the analysis, planning, execution, and evaluation of programs designed to influence voluntary behavior of target audiences in order to improve their personal welfare and that of society."

In English: Use research and marketing to target the right people over time for social good. And keep working at it to make it better.

SOCIAL MEDIA DEFINITION

"Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration."

In English: People sharing stuff on facebook and twitter, and other sites where people check in with each other on the internet.

EXAMPLES OF SOCIAL MARKETING

State of Alaska myAlaska My Government Resident Business in Alaska Visiting Alaska State Employees

PLAY EVERY DAY

Health and Social Services > Public Health > Play Every Day

- Learn More About Play Every Day
- Get Out and Play Physical Activity Ideas
- Take the Challenge Healthy Futures
- Get the Facts About Sugary Drinks
- See What's New Play Every Day Blog
- Get More Information Resources

SUGARY DRINKS ADD UP

POWDERED DRINK FOR BREAKFAST + FRUIT-FLAVORED DRINK FOR LUNCH + SPORTS DRINK AT SNACK + SODA AT DINNER =

Learn how to find the added sugars hidden in your drinks

Play Every Day Blog

Event Calendar

Get out and Play Every day

VISIT playeveryday.alaska.gov TO LEARN MORE.

EXAMPLES OF SOCIAL MARKETING

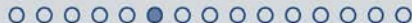


1-800-784-8669

WHAT IS ALASKA'S TOBACCO QUIT LINE? | QUIT TIPS & RESOURCES | HEALTH PROFESSIONALS

YOU CAN QUIT.
WE'LL SHOW YOU HOW.

"I really appreciate the help I have received from you guys. You guys are wonderful. I am praying that I can stay quit. I really want to stay away from tobacco. Thank you all so much."



Alaska's Tobacco Quit Line Explained



SOCIAL MARKETING GOALS

Social marketing seeks to impact personal behavior by persuading people to:

- Avoid risky practices (e.g., smoking)
- Start healthy habits
- Discontinue antisocial actions (e.g., littering)
- Seek counseling
- Take preventive measures (e.g., safety belts)
- Join, give or organize for a specific cause

SOCIAL MARKETING VS ADVERTISING

Causes

- Targets complex, psychological processes
- Tries to change deeply held beliefs
- Requires sophisticated research
- Needs emotional “hook”

Ads

- Target simpler, feel-good behaviors (e.g. purchasing)
- Fit into existing social norms
- Research can be more informal
- Simple slogans

SOCIAL MARKETING CHALLENGES

Deep psychological processes are behind most social behaviors

Resistance to change

- Audience denial
- Fear defense mechanisms
- Disinterest in changing behavior
- Lack of perceived threat/benefit
- Peers may encourage risk behavior
- Fear of losing peer approval
- Lack of self-efficacy

SOCIAL MARKETING BARRIERS

- Potential of social marketing unappreciated
- People are hard to change
- Media and airtime is expensive
- Social marketing is often done poorly; it is NOT the same as advertising

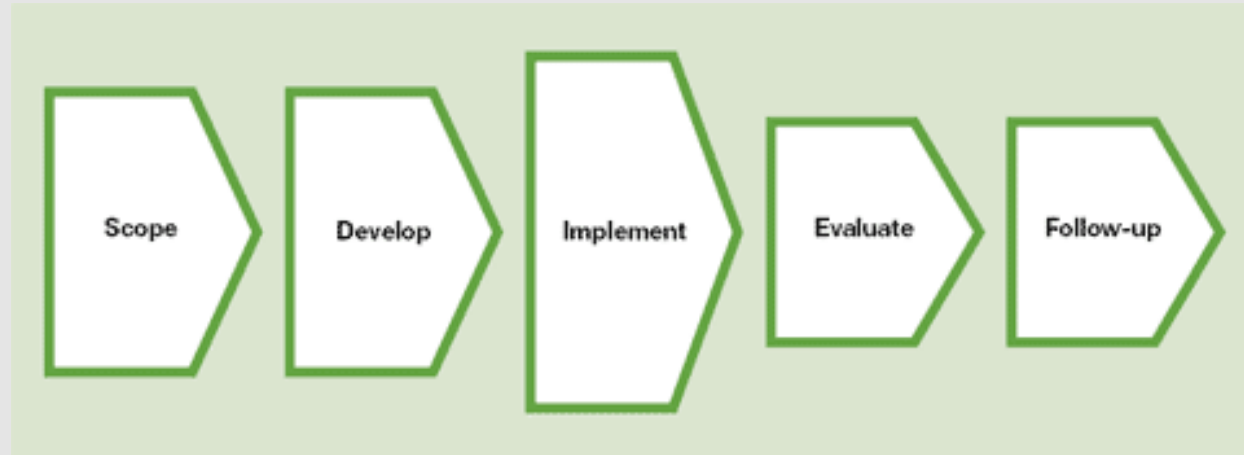
RESEARCH IS KEY

- Formative research
 - Target Audience
 - Understanding needs & wants
- Pre-testing
 - Test client's reactions to materials before disseminating
- Monitoring research
 - Track audience responses
 - Use feedback to tinker, revise message strategies

SOCIAL MARKETING STEPS

Scope:

- Carrying out research
- Establish clear goals to drive effort
- Segmenting your audience – who do you want to reach?

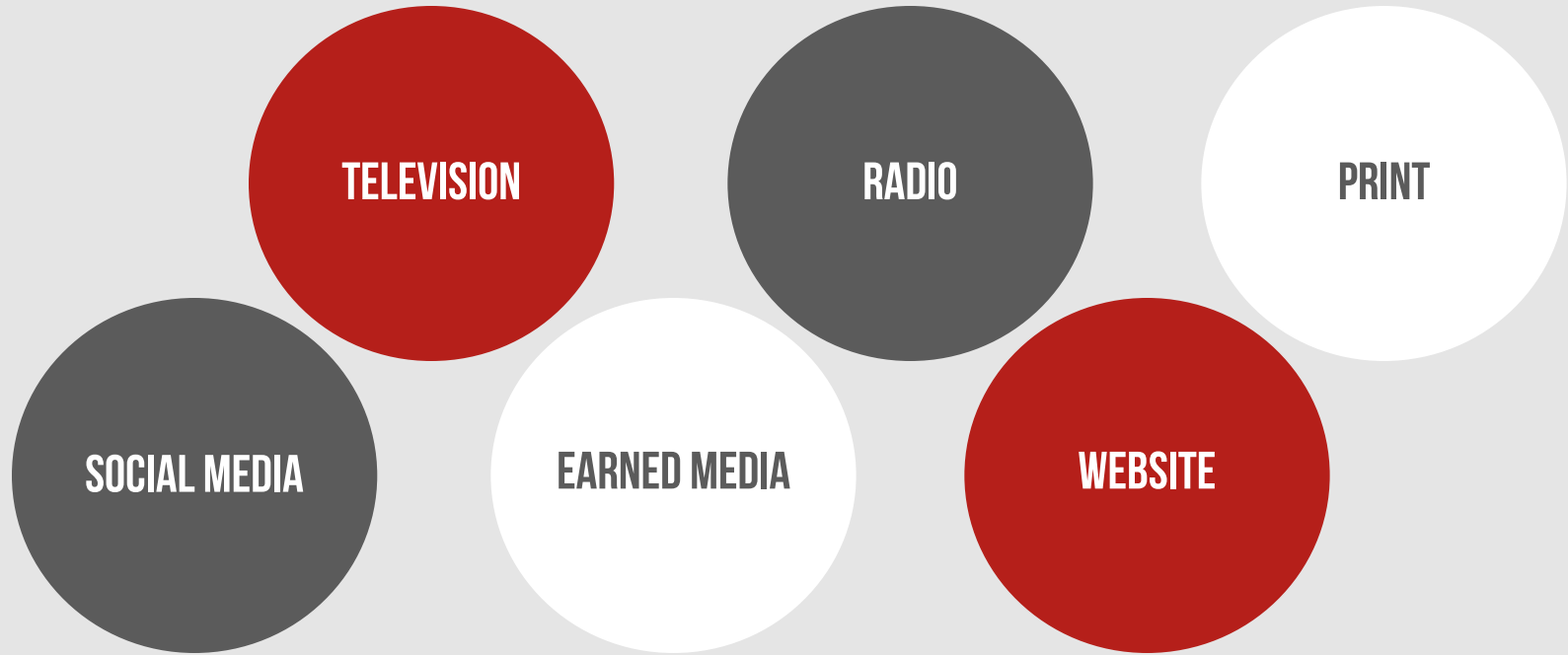


SNAP-ED GOALS

Increase behaviors consistent with:

- Improved skills in food budgeting and meal planning
- Increased consumption of fruits and vegetables
- Decreased consumption of sugar sweetened beverages and replacement with water or low-fat milk. (partner with Play Every Day)
- Improved knowledge of food safety.
- Increased physical activity. (partner with Play Every Day)

WHAT OUR CAMPAIGNS LOOKS LIKE



SOCIAL MEDIA OPTIONS

Facebook/Twitter

YouTube/Vimeo – State employees can see Vimeo, are blocked from YouTube

Pinterest/Spotify/Pandora – Best used in ad campaigns

Blogs, and 3rd party websites

HOW SOCIAL MEDIA CAN HELP

Raise General Awareness of program benefits

Spread news to clients

Help people in need discover and get assistance

Customer Service

COST-EFFECTIVE MARKETING OPTIONS

Micro-targeting advertising on facebook/twitter/youtube

Alaska Broadcasters Association NCSA program for TV/radio

Public Service Announcements

Earned media

KEEP IT SIMPLE - RECOMMENDATIONS

Use facebook, and social media advertising – and target

Film short testimonial-style videos showing real people doing the right thing, or explaining health eating options

Put these videos on website/social media with written simple messages that accompany the video

WIC FACEBOOK ADS

\$100 SPEND, PARENTS 16-50, REACH 8,241



Alaska Health and Social Services
Sponsored · ❄️

It's summer! That means fresh fruits and vegetables at your local farmer's market!

WIC Farmers' Market Coupons buy fresh fruits and vegetables at authorized farmers' markets. Children's WIC Fruit and Vegetable Vouchers have increased from \$6 to \$8, and they can be used at farmers' markets too!

Know your farmer – know your food!

Like · Comment · Share · 👍 138 💬 8 📄 13

WIC VIDEO

LOW-COST VIDEO FOR FACEBOOK AND WEB



"Jen Marie and Paisley" - Using WIC at Farmer's Markets

from AlaskaDHSS [PLUS](#) 1 month ago

Alaska's farmers grow some of the best produce in the country. Fresh fruits and vegetables are an essential part of good nutrition. The Alaska Farmers' Market program introduces WIC participants and eligible seniors to produce grown in Alaska. Through this program, participants are issued...

Filmed at Spenard Farmer's Market

Used volunteers

Shareable on Facebook/Twitter

WHY TESTIMONIALS?

Stories are powerful

A story is 14 times more likely to be remembered than a statistic

We're hard-wired to relate to people, faces, emotions

We react to people and stories in ways we don't understand

TESTIMONIAL — PROMOTING A PROGRAM



**Colin's Story
— PIC Alaska**

TESTIMONIAL — AFFECTING PUBLIC OPINION

vimeo Me Videos Create Watch Tools



Having a stroke without health insurance changed Richard Roseow's life forever. He couldn't work, and has tens of thousands of dollars in medical bills.

Updated 1 month ago · 47 Plays · 0 Likes · 0 Comments

Medicaid Expansion and Reform

Created by AlaskaDHSS

Medicaid Expansion is our opportunity to invest in the health of Alaskans and the health of our economy. The benefits of expansion will be felt in all populations, regions and sectors across our state, measured in improved health, job opportunities and...

BROWSE THIS CHANNEL

More stuff from "Medicaid Expansion and Reform"

10 Videos

1 Follower

1 Moderator

SHOUT BOX

Write something brilliant here

No HTML, but links are OK. Help

Medicaid Expansion and Reform



Alaska residents speak to the benefits of expanding and reforming Medicaid.

Updated 2 months ago · 54 Plays · 0 Likes · 0 Comments



Lynette Pelley continues to care for a man who was severely disabled by a drunk driver. After being healthy her whole working life she was denied Medicaid at 63.

Updated 1 month ago · 184 Plays · 1 Like · 1 Comment



Working as a chef until his MS made it impossible to work, Brandon Head shares his personal

Medicaid Expansion



Alaska Health and Social Services

Published by Clay Butcher [?] · April 17 · *

Lynette is the main caregiver of a man severely injured by a drunk driver. He has no one else. Now she is sick and does not qualify for Medicaid. Thousands of Alaskans need health care to stay healthy and able to work. Reforming and expanding Medicaid is the right thing to do.



126,144 people reached

Boost Post

801 Likes 59 Comments 117 Shares

Like Comment Share



Alaska Health and Social Services

Published by Clay Butcher [?] · March 20 · *

Brandon worked as a chef on the Kenai Peninsula. Then he got sick. He couldn't work, he lost his home, and he ended up with crippling debt. Medicaid expansion would have given him access to care when he needed it. And it would have given him a chance to keep doing the work he loves. Medicaid expansion is the right thing to do.



96,064 people reached

View Results

805 Likes 79 Comments 214 Shares

Like Comment Share

HOW TO GET TESTIMONIALS

Former clients/customers

Ask peers in your field if they know of success stories.

Ask on facebook/email list

Ask friends/family if they know of anyone

WHEN TESTIMONIALS ARE EFFECTIVE

When they are specific.

When they overcome objection or adversity.

When they answer questions

When the people are the stars, not the program/service

When they're real



Programs for Infants and Children

October 8 at 9:29pm · 🌐

Miracle Schwarz is a thriving two year old but her life started out very differently. Born at 23 weeks gestation and weighing barely one pound, she truly lived up to her name. Her family credits the Program for Infants and Children (PIC) with giving them the support, services and coaching they needed to help their daughter become the active toddler she is today.



Kelly Schwarz
Miracle's Mom

5.5k Views



👍 Like 💬 Comment ➦ Share

Laura Oates Butcher, Pilar Oates, Jimael Johnson and 100 others like this. Top Comments ▾

42 shares



Programs for Infants and Children

September 3 · 🌐

Three year-old Colin Blackson loves to laugh and play. His 1000-watt smile is downright contagious. His Mom Jessica says his future is as bright as that smile. This super-positive outlook wasn't always the case. When Colin was a baby his Mom had a gut feeling that something wasn't right with his development. A referral to the Programs for Infants and Children changed this family's direction and Colin's future.



Jessica Blackson
Colin's Mom

4.1k Views



👍 Like 💬 Comment ➦ Share

Laura Oates Butcher, Robert Morrell, Jodi Cox McLaughlin and 70 others like this. Top Comments ▾

32 shares

THANK YOU.

ANY QUESTIONS?

CLAY.BUTCHER@ALASKA.GOV

TWITTER: @ALASKA_DHSS

VIMEO.COM/ALASKADHSS, VIMEO.COM/CLAYBUTCHER

FACEBOOK.COM/ALASKA.DHSS