Changing Media Habits
In the Face of Crisis, Usage Has Surged Once More

Compared to Normal Usage Rates:

- Web Browsing Increase by 70%
- Traditional TV Viewing Increase by 63%
- Social Media Engagement Increase by 61%
- 15-20% Increase in Social Media Posts
- Even #DeleteFacebook Diehards are now turning to social media for updates and connection during stay-at-home orders.

How We Use Social Media Is Changing!
So What Can We Do?
Instagram Live vs. Facebook Live
Differences and Best Practices

- When going Live, Followers Receive a Notification to Start Engaging.
- “Explore” Section Prioritizes Live Videos on the Stories List.
- Go Live Solo or with Others Through 3rd Party Applications (i.e., Zoom)
  - Enable Facebook Live for Zoom Meetings in Account Settings.
  - Instagram: Go Live > Invite Follower Watching Live.

Extending the Content Past 24 hours - Share After the Event.
  - Facebook - Post Video to Business Page.
  - Instagram - Save Recording To Camera Roll To Share On IGTV.
Instagram Live vs. Facebook Live
Platform User Age & How To Go Live

Instagram: 6/10 U.S Adults Have Accounts.
- Go Live: Swipe Right > LIVE (Left Position).
- Pin Your Videos “Title”: Create a Comment & Hold Down Until the Option to “Pin” Appears.
- See Who is Watching and Take Note.
- Add a Question Sticker for Q&A.

Facebook: 7/10 U.S Adults Have Accounts.
- Go Live: Facebook > Business Page > Live (Located where you create a post) > Use Camera
- Stream Key: For Youtube, Twitch, Etc.
  - Embed on Website Like Live Videos.
- Do a Test Live Video With “Only Me” Setting.
- Geo-Targeting to Show to a Specific Audience.
Facebook Premiere: Best Practices

• Create a Streaming Experience from a Pre-Recorded Video.
• All the Benefits of a Live with as much Preparation as You Want.
  • Edit Zoom Recording on Preferred Software to Eliminate Mistakes.
    • Include: Logos, Speaker Titles, Music, URLs and Graphics.
• Schedule Premiere Date and Aim for Mid-Morning Time for Best Traction.
• Promotion on Multiple Platforms at Least a Week in Advance.
  • Pre-Video Engagement, PR, Email Marketing, Ask for Support.
• Facebook Premiere with Simultaneous Twitter Chat.
• Paid Promotions: Get Your Content in Front of the Right Audience.
Twitter Chat: Q1A1 Format

MHA Greater Houston @MHAHouston · Apr 28
Q1: As State Senator, she serves on the Education and Higher Education Committees. @BeverlyPowellTX, could you share your experience with students and administrators as it relates to addressing mental health needs? #MHAGHTownHall #MentalHealthMatters #StudentMentalHealth #TXLege

MHA Greater Houston @MHAHouston · Apr 28
Q1A2: "I realized at that moment that it's particularly difficult for children to arrive at school, leave their problems at the door and learn as though nothing else was going on in their lives," said Senator @BeverlyPowellTX #TXLege #StudentMentalHealth #MentalHealthMatters

MHA Greater Houston @MHAHouston · Apr 28
Q1A3: This experience led @BeverlyPowellTX to create a music workshop for 3rd graders to help elevate their self-esteem. "It's from this that I became motivated to make sure that we create opportunities for children to learn in every single environment." #TXLege #MentalHealth

MHA Greater Houston @MHAHouston · Apr 28
Q1A4: "I am thrilled to have passed a bill to create a mental health task force." @BeverlyPowellTX #txlege #COVID19 #HB906 @teaminfo

MHA Greater Houston @MHAHouston · Apr 28
We must “consider the compound trauma that some students may be facing,” Dr. Jamie Freeny of @MHAHouston regarding the impact of school shootings, #HurricaneHarvey, and now #COVID19. #txlege #StudentMentalHealth #MHAGHTownHall #MentalHealthMatters

MHA Greater Houston @MHAHouston · Apr 28
Q2: Dr. Jamie Freeny of @MHAHouston asks Chairman @DanHuberty to share his efforts around school based mental health as the Chair of the House Public Education Committee. #StudentMentalHealth #MHAGHTownHall #MentalHealthMatters #TXLege

MHA Greater Houston @MHAHouston · Apr 28
Q2A1: Chair @DanHuberty says legislators have spent a lot of time during the last decade on mental health issues. He cites David’s Law, passed in the 85th, which focused on suicide prevention. Huberty believes suicide prevention is one of the biggest issues our kids face. #TXLege

MHA Greater Houston @MHAHouston · Apr 28
Q2A2: @DanHuberty on #Cyberbullying: "When I went to grade school and was bullied as a child, the bullies would go home and stare at me. This feels different because it's such a digital world and this is how we're dealing with it. It's a lot different than when I was in school."
Partner Collaborations: Engage Early and Often

- Have the Right Tools: Simple Things Can Be Difficult.
- Participant Toolkit: Zoom Meeting Info, Social Media Graphics and Copy, Email Copy, Reminders About Strong WiFi Connections, Muting Yourself When Not Talking and Silencing Phones.
- Facebook Premiere - Login at Least 30 Mins Before Video Recording.
- Engage with Partners for Days Until the Video is Live.
- Event Promotion Can Be Repurposed Depending on Constituents
  - Get it on YouTube and Website!
- Use the Comment Section to Promote Other Content:
  - Partners Website, Mental Health Screening URL, Call To Action, Future Lives.
Engagement Before, During and After Live
Helpful Tips

- Promote Live with Graphics and Pre-Live Story.
- Outline Video- Include Call-To-Actions.
- Test Sound and Video Quality:
  - Background, Sound in Room, Natural Light, Phone, Connection.
- Keep Re-Introducing Yourself.
- Track Metrics and Use Hashtags.
- Kinds of Engagement:
  - New Campaign, Project or Partnership.
  - Tag Partners and Encourage Sharing.
  - Feature a Special Guest.
- Q&A/Panel Format
- Ask for Feedback After the Event.
- Purposeful Content- What’s the Why?
- Relax and Be Yourself!
Visit Our Website at MHAHouston.org and Follow Us!

Facebook: @MHAGreaterHouston

Twitter: @MHAHouston

Instagram: @MHAHouston

LinkedIn: @MHA Houston

Mental Health America of Greater Houston
@MHAGreaterHouston
Creating Engaging Content for Online Peer Support Programming

Martin Warne
Creating Engaging Content

- Consumer Operated Agencies & Programs
- Program Transitions from F2F to Virtual
- Social Media Platforms
- Social Media LIVE vs. Cloud HD Meetings
Creating Unique Posts

- Stock Photos vs Actual Staff
- Engage on a “deep level”
- Branding vs “Stock Designs”
- Stand Out & Think Differently (Recovery Stories)
- Diversity
- Social Media Experts & Students
Reinforce Target Audience

• Talk about the impact you want to have
• Core Beliefs & Values
• Content should reinforce recovery
• Do some research
• Who are your consumers?
Polarizing Content

• Connect with audience on a deep level
• Speak WITH them not AT them
• Grab Attention
• Video Content
• Who are we attracting?
We’re Selling Transformation

• Be Creative & Dynamic
• First 30 Seconds
• Body Language & Big Smiles
• Research – Questions to ask your audience
• Don’t promote – Solution to help solve.
Crafting a Winning Strategy

- Crafting a winning strategy requires an organization to:
  - Look backwards to determine prior session gains & pitfalls
  - Look around to understand the influencers setting the current dynamics, tone and priorities of legislature; and
  - Look forward to understand the direction of the legislative body

Source: Texas Legislative Council Drafting Manual
Crafting a Winning Strategy: COVID-19 Online Conversations

Before you begin: Consider organizational goals for each conversation
This will guide your process.

- **Topic selection:** Identify how COVID-19 impacts access to:
  - in-person health and mental health services
  - educational opportunities, including on-campus behavioral health services and interventions
  - community supports
  - employment, housing and other financial resources

- **Participant selection:** Ask questions:
  - Are there legislators who advanced policy in the identified subject areas last session? Who are they and where are their districts? Do we have an existing relationship?

Contact

Annalee Gulley
Director of Public Policy and Government Affairs MHA of Greater Houston
agulley@mhahouston.org
Contact Us

📍 Mental Health America
500 Montgomery Street
Suite 820
Alexandria, VA 22314

Facebook.com/mentalhealthameric
Twitter.com/mentalhealtham
Youtube.com/mentalhealthameric

💬 For a certificate of attendance
email mhalpern@mhanational.org