RIGOROUSLY USING EVALUATION STRATEGIES TO IMPROVE REACH AND FOCUS OF NEW MEDIA OUTREACH

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CONFLICT OF INTEREST DISCLOSURE
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none.

"NEW MEDIA" = SOCIAL MEDIA + DATING APPS

CONTINUOUS QUALITY IMPROVEMENT

"The purpose of continuous quality improvement (CQI) programs is to improve health care by identifying problems, implementing and monitoring corrective action and studying its effectiveness."

- National Commission on Correctional Health Care
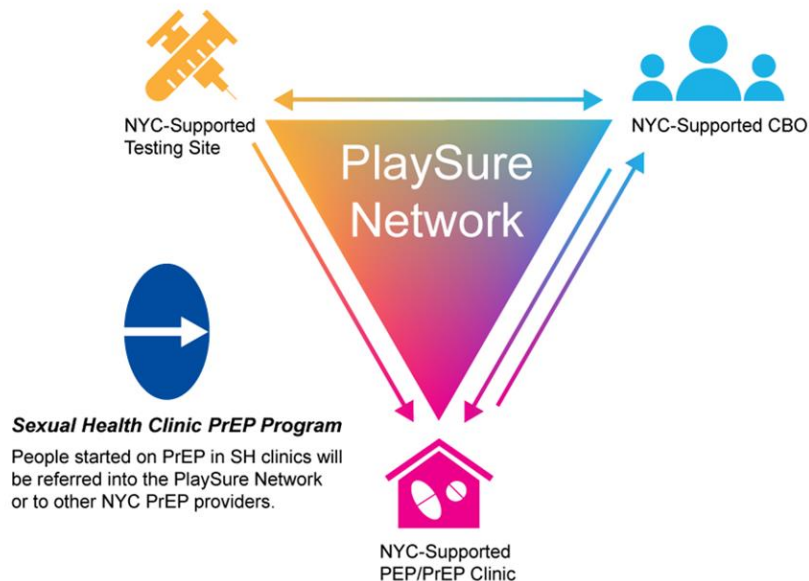
LEARNING OBJECTIVES

1. Explain how to evaluate a social media plan in the context of HIV prevention

2. Understand how to measure your agency's social media efforts and return on investment

3. Describe how to use data to help inform programming and strategic changes

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OVERVIEW

- Background: PlaySure Network and Social Media/New Media
- Developing Social Media/New Media Evaluation
  - Creating Engaging Content
  - Internal Workgroup
- Documenting Social Media efforts
  - Content Calendar
  - Social Media Reporting Log
- Preliminary Data
- Discuss Future Plans: Evaluation and Technical Assistance (TA)

PLAYSURE NETWORK: NEW NETWORK, NEW MEDIA

NYC-Supported Testing Site

NYC-Supported CBO

PlaySure Network

Sexual Health Clinic PrEP Program
People started on PrEP in SH clinics will be referred into the PlaySure Network or to other NYC PrEP providers.

NYC-Supported PEP/PrEP Clinic

<40 agencies total
17 agencies with new media deliverables

1. Promote approaches to **sexual health** and combination HIV prevention that are appropriate for each client
2. Increase access to **PrEP and PEP** for people who may be exposed to HIV – especially priority populations who are uninsured
3. **Link people who test positive for HIV**, or those who are HIV-positive and out of care, to HIV care services so they can get treated and become virally suppressed

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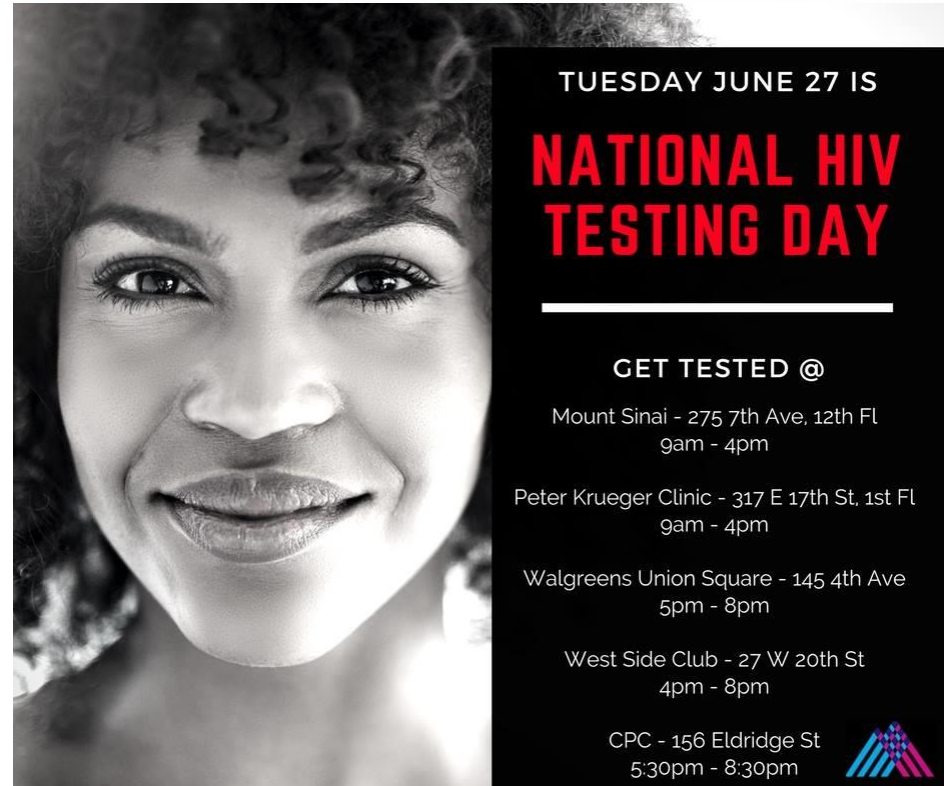
GOALS OF SOCIAL MEDIA
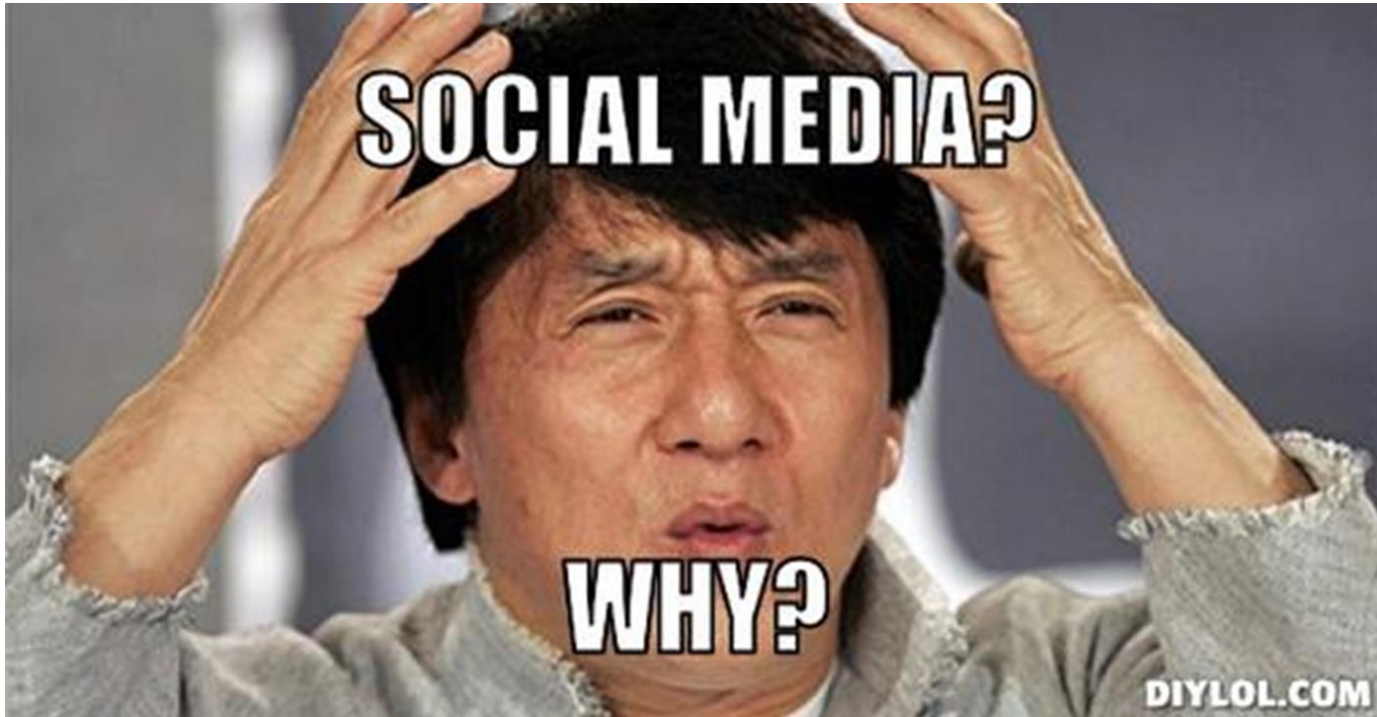
EXAMPLE: FACEBOOK E VOCES LATIN

PEP

Condom break? BB?
We got you.

PEP is an emergency medicine that can prevent HIV if taken within 1-2 days of the exposure. So don't wait, call now.

844-3-PEPNYC

TUESDAY JUNE 27 IS

NATIONAL HIV TESTING DAY

GET TESTED @

Mount Sinai - 275 7th Ave, 12th Fl
9am - 4pm

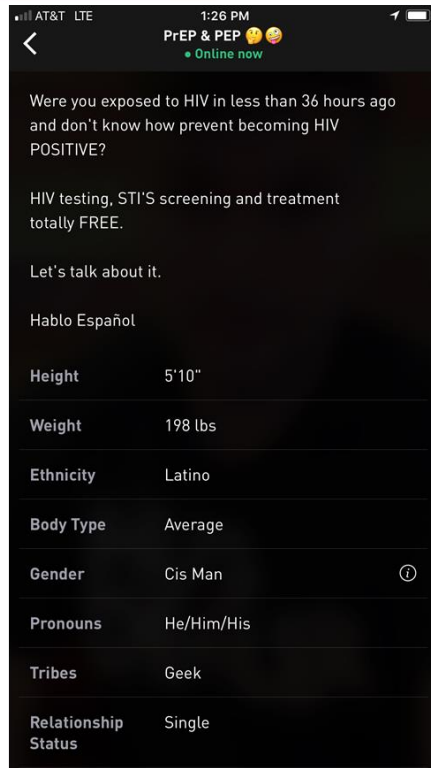Peter Krueger Clinic - 317 E 17th St, 1st Fl
9am - 4pm

Walgreens Union Square - 145 4th Ave
5pm - 8pm

West Side Club - 27 W 20th St
4pm - 8pm

CPC - 156 Eldridge St
5:30pm - 8:30pm

EXAMPLE:
DATING APP OUTREACH (GRINDR)
CAMBA

SOCIAL MEDIA EVALUATION

- Strategies to **evaluate** the success of social media/new media have lagged behind scale-up

- We developed strategies to monitor and evaluate use of new media for HIV prevention outreach with the goal of increasing capacity through data-driven technical assistance (TA) to HIV prevention programs

METHODS

- Workgroup and stakeholder engagement
- Content Calendar and Post Projections
- Log/Indicators
    - Quality Improvement
    - Examination of results
- Comparing log data to referral source from service data

SOCIAL MEDIA WORK GROUP

CONTENT CALENDAR

| JUNE	Date	Platform	Message	Staff Responsible
	6/5/2018	Facebook	No Stigma. No Judgements. Find affirming providers.	Website & Multimedia Manager
	6/5/2018	Twitter	No Stigma. No Judgements. Find affirming providers.	Website & Multimedia Manager
	6/5/2018	Instagram	No Stigma. No Judgements. Find affirming providers.	Website & Multimedia Manager
	6/14/2018	Facebook	Worried about the side effects?	Website & Multimedia Manager
	6/14/2018	Twitter	Worried about the side effects?	Website & Multimedia Manager
	6/26/2018	Facebook	Take part in the sexual health revolution. Call to learn more.	Website & Multimedia Manager
	6/26/2018	Twitter	Take part in the sexual health revolution. Call to learn more.	Website & Multimedia Manager
	Full Month	Scruff	Banner Ad: Learn more about PrEP	Website & Multimedia Manager

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CONTENT PROJECTIONS

Service	April	May	June	July	August	September	Total
Social Media	# of posts	# of posts	# of posts	# of posts	# of posts	# of posts	# of posts
Facebook	3	3	3	3	3	3	18
Instagram	1	1	1	1	1	1	6
Twitter	3	3	3	3	3	3	18
Snapchat							0
Tumblr							0
Reddit							0
Other (if yes, replace with name of platform)							0
Other (if yes, replace with name of platform)							0
Totals for social media outreach	7	7	7	7	7	7	42

SOCIAL MEDIA WORKFLOW – ADDING EVALUATION STRATEGIES AT EVERY STEP

POSTS

PEOPLE REACHED

ENGAGEMENT/ INTERACTION

PEOPLE REFERRED

NEW CLIENTS
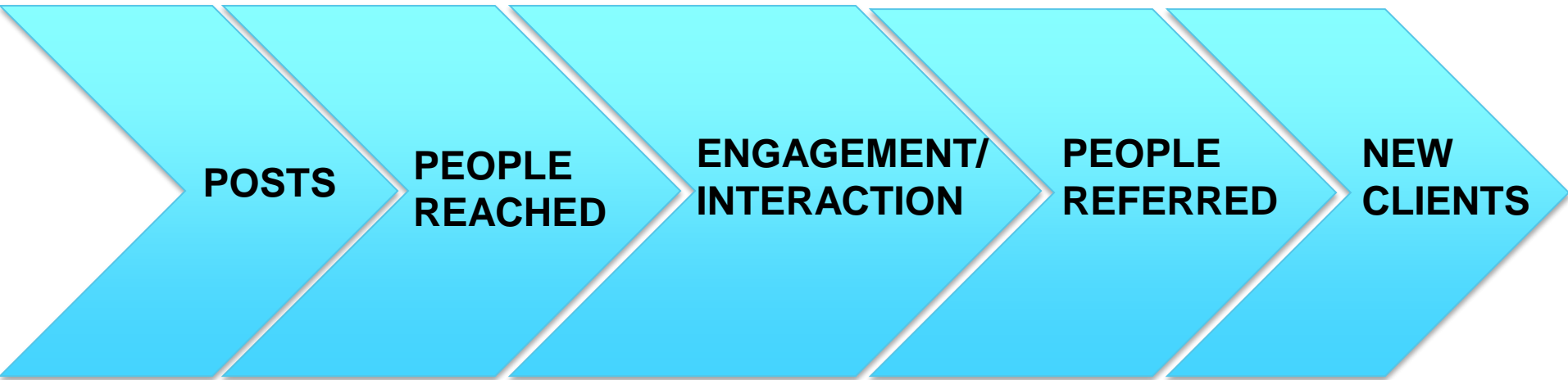
SOCIAL MEDIA CORE INDICATORS

- Platforms utilized
(list of sites and dating apps)
- # of posts
  - # of banner ads
    (social media & dating apps)

process

- # of interactions/engagement
per post
  - # of views/impressions per banner ad
- # of direct messages
- # of referrals to agency
(documented through social media interaction)
- # of new clients
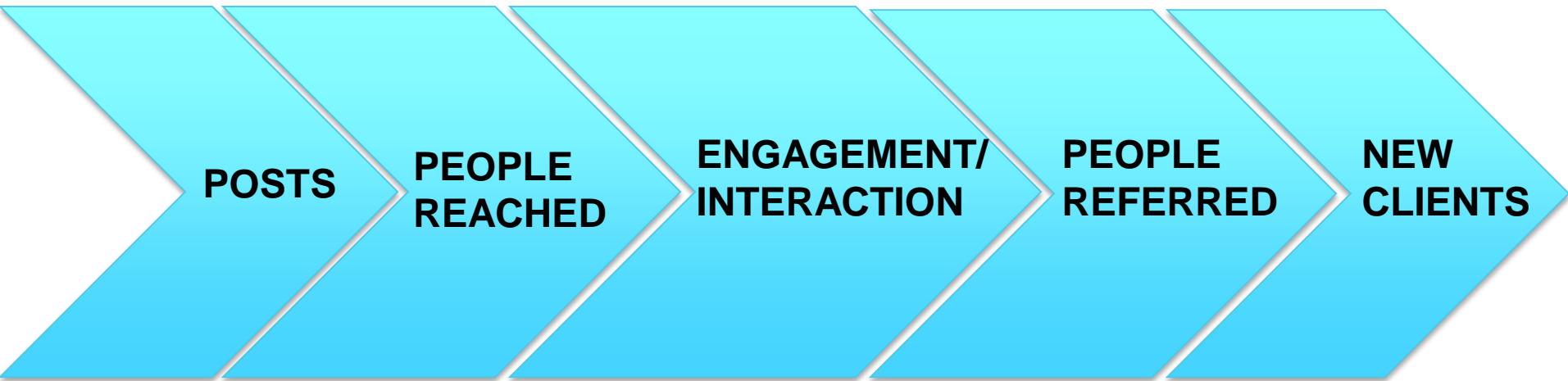(documented as referral source at enrollment)

outcome

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SOCIAL MEDIA MONTHLY LOG

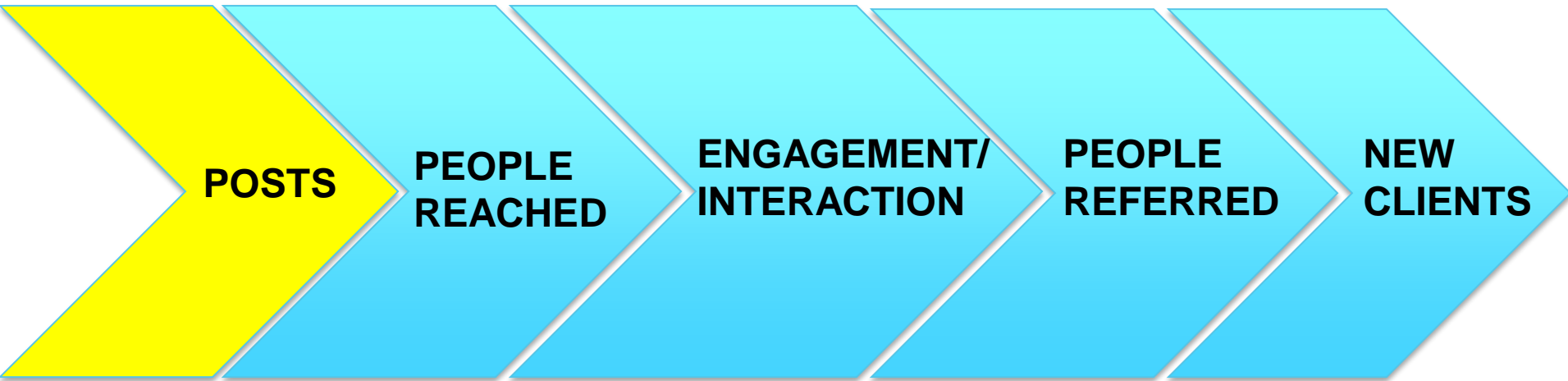|	FACEBOOK						
	Nov	**Dec**	**Jan '18**	**Feb**	**Mar**	**Apr**	**May**
POSTS							
Target number of page posts Enter the number of target posts your agency projected to post this particular month. Refer to content calendar	0	0	0	10	10	10	10
Total number of page posts Enter the actual number of posts your agency posted on Facebook this particular month.	0	0	0	0	2	6	10
ENGAGEMENT & REACH							
Total people reached Enter the total people reached for this particular month. This data comes from a Facebook data export called "Post Data".	0	0	0	0	20	66	71
Total people underlineengaged with posts *(e.g., likes, comments, shares)* Enter the total people who engaged with your posts for this particular month. This data comes from a Facebook data export called "Post Data".	0	0	0	0	1	3	92

SOCIAL MEDIA WORKFLOW

POSTS

PEOPLE REACHED

ENGAGEMENT/ INTERACTION

PEOPLE REFERRED

NEW CLIENTS

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AGGREGATE NEW MEDIA DATA (AUGUST 2017 – JULY 2018)

*PRELIMINARY DATA
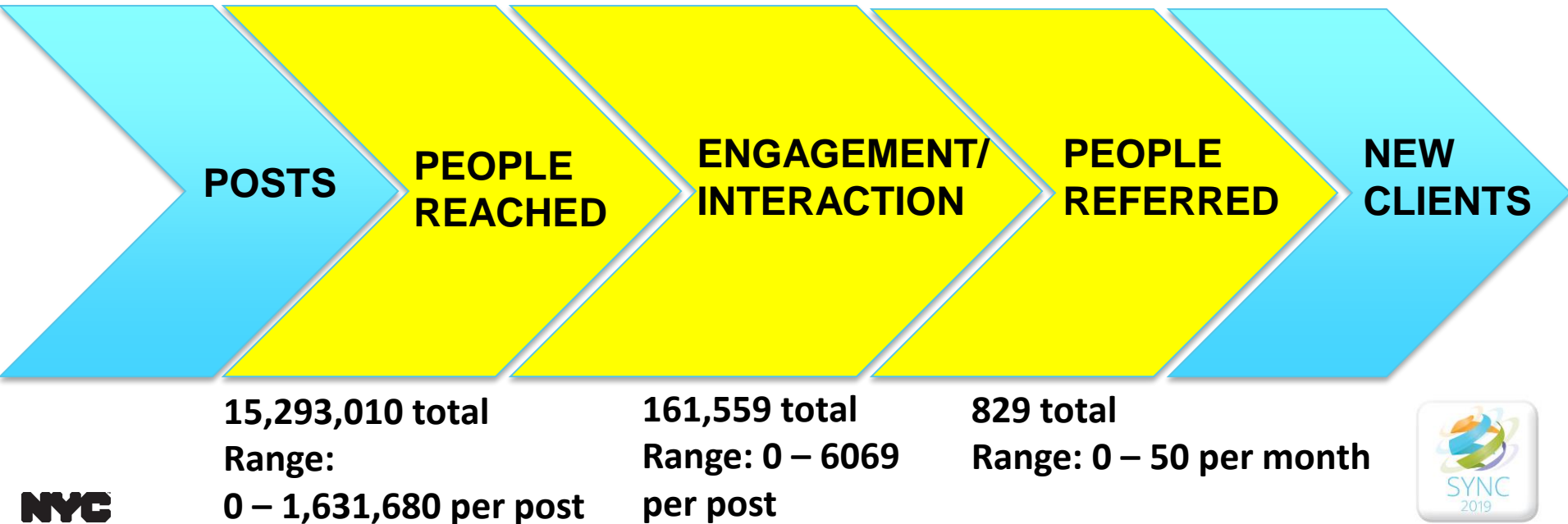
POSTS → PEOPLE REACHED → ENGAGEMENT/INTERACTION → PEOPLE REFERRED → NEW CLIENTS

7118 total
Range: 0 – 125 per month

AGGREGATE NEW MEDIA DATA (AUGUST 2017 – JULY 2018)

*PRELIMINARY DATA

POSTS → PEOPLE REACHED → ENGAGEMENT/ INTERACTION → PEOPLE REFERRED → NEW CLIENTS

15,293,010 total
Range:
0 – 1,631,680 per post

161,559 total
Range: 0 – 6069 per post

829 total
Range: 0 – 50 per month

SYNC 2019

SERVICE DATA: 243 INTAKES FROM SOCIAL MEDIA (AUGUST 2017 – JULY 2018)

*PRELIMINARY DATA

Referral Source (y-axis)

Referral Source	number of PlaySure Network intakes
Existing client at the agency (in-reach)	1173
PlaySure Network Site	1077
Outreach Event	998
Other	975
Internet search	717
Word of mouth	333
Sexual Health Clinic	300
Social media	243
Flyer/advertisement	164
PEP Call Center	2

number of PlaySure Network intakes
August 2017 - July 2018
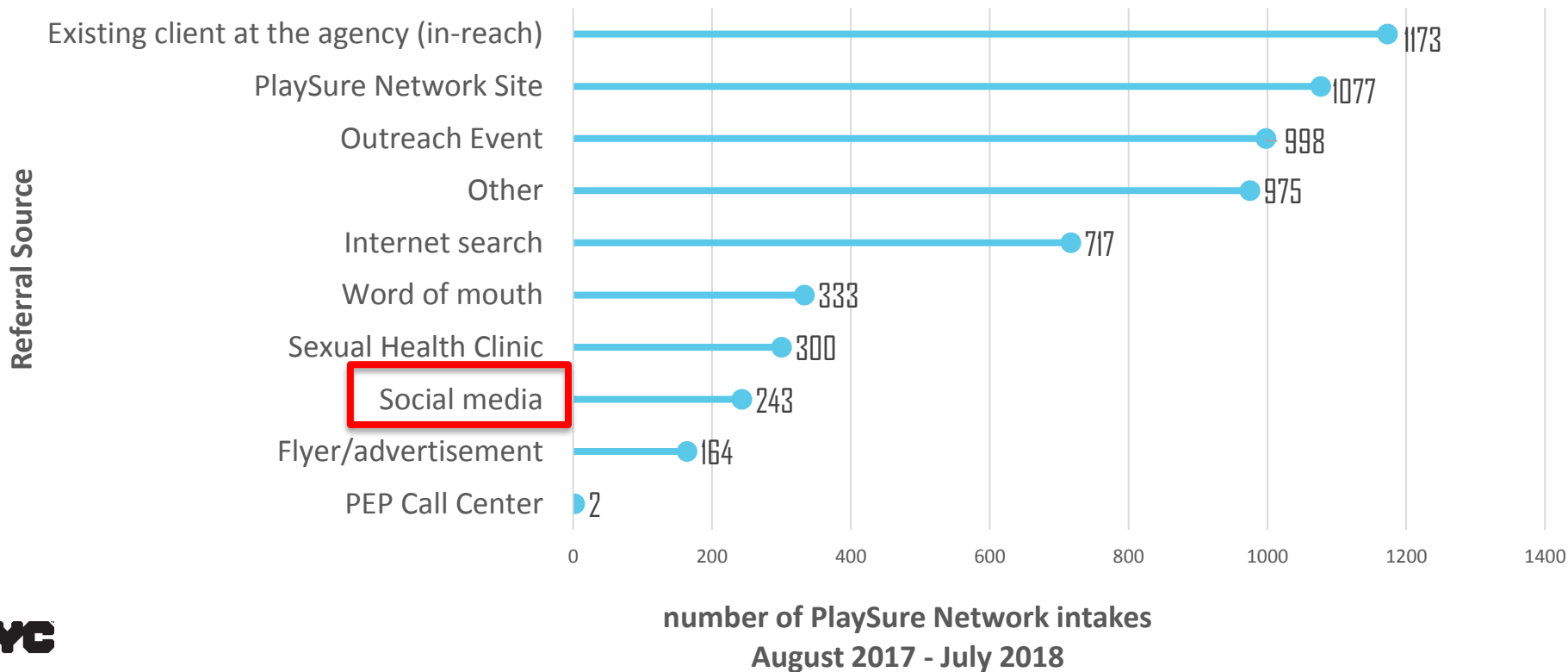
232/243 CLIENTS (95%) FROM SOCIAL MEDIA FROM A PRIORITY POPULATION (AUGUST 2017 – JULY 2018)

*PRELIMINARY DATA

All other
referral sources
5739

social media
243

Priority
population*
232

Non-priority
population
11
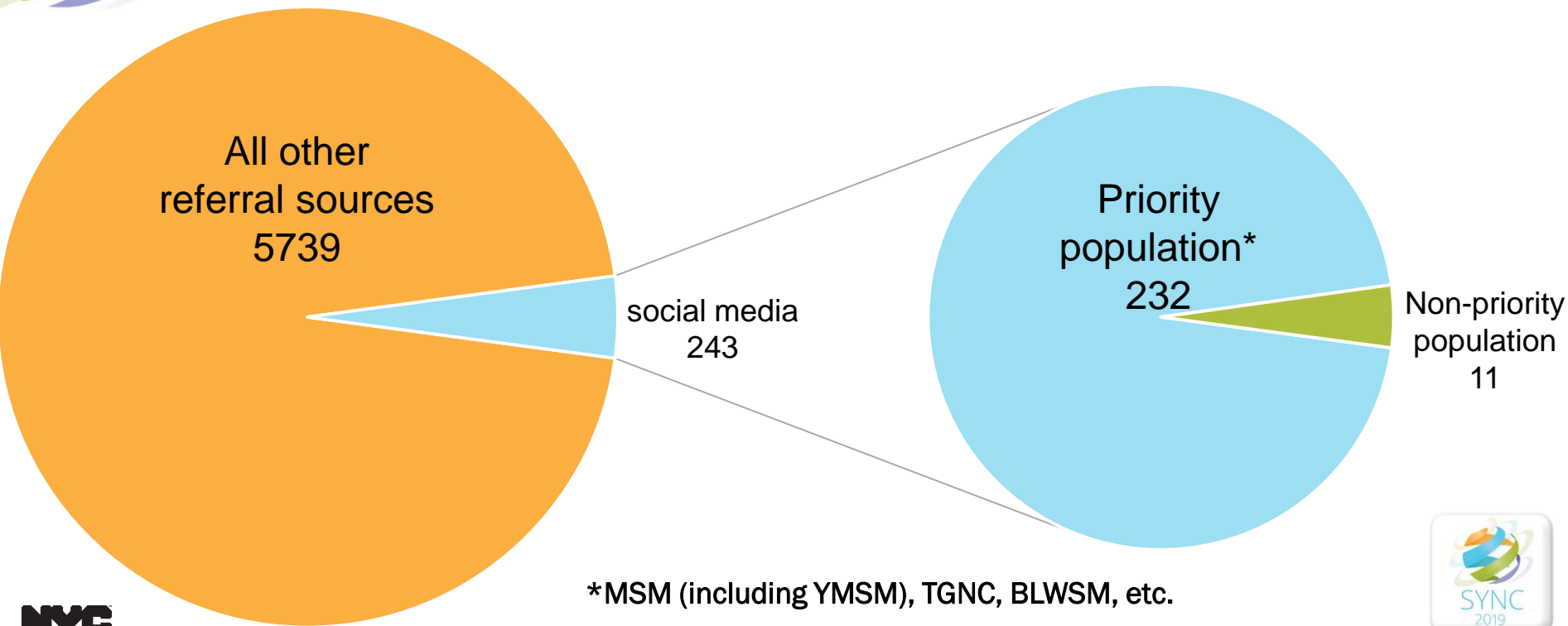
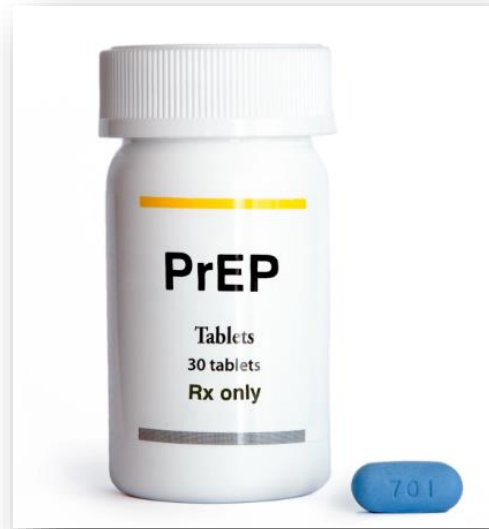*MSM (including YMSM), TGNC, BLWSM, etc.

65%

Of the total clients who entered the PlaySure Network through social media and were eligible for a PrEP prescription received a PrEP prescription.*

*(clinical sites only)

(August 2017 – July 2018)

SUMMARY

- Collecting and analyzing aggregate new media monitoring data was critical in supporting agencies.
- Evaluation strategies:
  - Helped contracted agencies complete their new media activities
  - Helped HD staff gauge whether agencies were meeting their specific goals
  - Helped centralize new media best practices

SUCCESSES & CHALLENGES

Successes

- Standardized new media indicators for entire PlaySure Network
- Helped agencies do more with less
- Increased capacity of both DOHMH and agency staff

Challenges

- Diversity of capacity to execute social media among agencies
- Diversity of DOHMH staff knowledge/experience with social media
- Potential for error at every step (e.g. log data entry mistakes)

FUTURE PLANS

- Compare performance by agency and service category
- Social Media 101 Training
- Evaluate new clients referred through social media
- Move log submission to web form to reduce submission burden

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THANK YOU!

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