

Social Marketing and Social Media

*Start Strong: Building Healthy
Teen Relationships*

Objectives

- ❑ Broad understanding of social marketing to promote healthy relationships
- ❑ Understand how the emergence of digital devices and mobile services has changed the way we think and learn; how these tools have enabled us as advocates to advance our message
- ❑ Learn the best way to reach and engage teens through social media
- ❑ Learn best practices for engaging media to promote healthy relationships messages

Name that Term

LOL

Name that Term

ROFL

Name that Term

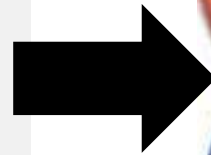
S M H

Name that Term

H M U



Social Marketing



Targeting Audiences



VS



A photograph of an astronaut in a white spacesuit standing on the lunar surface. To the right is the lunar module, and an American flag is planted in the ground. The background shows the dark, cratered surface of the moon.

**WHAT WAS THE
DEFINING
EVENT
OF YOUR
GENERATION?**

for your students,
it has been the
rapid growth of
the social web
over the last
decade.

fyi

check this out:



> 1 Million

social networking profiles

1998



LIVEJOURNAL



flickr™



twitter



LinkedIn



YouTube

game network
zynga

1 Billion

social networking profiles

1998

2000

2002

2004

2006

2008

2010



1 Billion
if your students are in high school or younger,
they grew up in a 24-7 connected culture

you are educating the first generation of
digital natives



and it's a whole new world...



With new challenges

nothing is private

it's easy to be
mean

runaway digital
footprint

And endless possibilities

it's all about your
story

it's easy to be an
upstander

everyone can
create and share



And endless possibilities

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create and share






these digital changes are changing
who they are...

...and it's not all bad.

62%

of teens go online to get news
about current events or politics.



“I can find out anything..especially when it happens all of a sudden, like on the news. I just go onto Twitter and everyone is talking about it.

-Grace, 16

the real time generation

38%

share original content online




the create & share
generation

*“Me and my
cousins will make
up dances and put
them on YouTube.
Then other kids
will give us shout
outs and tell us
how we can
improve our moves.*

Jaylin, 14

76%

have commented on content
that a friend published online



On Tumblr, me and my girls write about what's going on in our lives. I'll talk back if I see something that's on the real or messed up. We always know where things stand.

-Jade, 15

the constant feedback generation

the real time generation

the create & share
generation

the constant feedback
generation

*How can we
create
teaching
and
learning
tools that
are
relevant to
this
generation?*

**BE THE ANSWER
TO THEIR
PROBLEM**



startstrong

...a project of catholic charities wichita

relationships

How is your relationship? What is a healthy relationship?

A healthy relationship is a bond between two people who treat each other with respect and care. What is a healthy relationship?

Is this abuse?

Abuse signs in a relationships are not a onetime incident, they usually continue over time. If you or your child and adults stay in abusive relationships. Check it out: Download The Cycle of Abuse

Is this love?

Blog Categories

- Bullying (12)
- Business (1)
- Events (6)
- For Parents (32)
- For Staff (26)
- For Teens (31)
- global (2)
- High School Programs (16)
- In other news (34)
- Middle School Programs (13)
- news (5)
- Our Schools (4)
- Personal (1)
- Press (19)
- Quizzes (1)

SET YOUR MIND
TO THE
“CREATE/SHARE”
STATION.

bk up with respect

What's your story?

Tell your story and get real time feedback on your own relationship drama!

120

name _____
city _____
age _____
Submit

Like Kate Reilly, Sara Molinaro and 1,214 others like this. Admin Page Insights



Follow us on Twitter

RATE STORIES TRENDING NOW

Vote On Stories

sam | bridgewater, | Age 18

my boyfriend went behind my back and tried to get my brother and my cuzins to do drugs with him i caught him and told him we were over.

COOL NOT COOL NOT SURE

...and vote on whether other stories describe healthy or unhealthy relationships here...

teens submit their relationship stories here...

..and can give advice here

coolest_story
127 16 12

Abuse takes on many forms. Study the signs, watch the stages, and call the hotline if in doubt. Love shouldn't hurt! Trust ur gut!
Comments

least_cool_story
62

November 25th my boyfriend got me a promise ring. every time we get into a fight, he tells me

Keep it Simple!

- ❑ Think “T-shirt slogans”
- ❑ Quotes
- ❑ “Like/RT if you...”
- ❑ Go off topic sometimes to promote engagement
- ❑ Measure success differently
- ❑ Cross-promote regularly

The image shows a screenshot of the Facebook page for 'Keep it Strong ATL'. The page header includes the Facebook logo and a search bar. The profile picture is a logo with the text 'START STRONG keep it STRONG' and a stylized figure. The page is identified as a 'Non-Profit Organization' in 'Atlanta, Georgia'. The main content area shows a 'Wall' section with a post by Rowan D. Williams that reads: 'Bad human communication leaves us less room to grow.' Below this is another post by the same user: 'I like this guy, but he's pulling me back and forth! What should I do?' with a link to a video. The left sidebar contains navigation options like 'Wall', 'Hidden Posts', 'Info', 'Insights', 'Meet Us and Our Partners', 'Videos', 'Questions', 'Photos', and 'EDIT'.

Make it “Shareable”

- ❑ Statistics
- ❑ Useful links and resources
- ❑ Active online communities
- ❑ Inspirational pictures



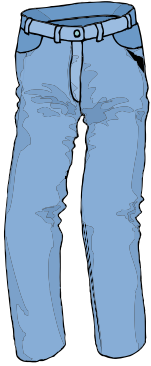
WEBSITES



It all works together



Awareness Campaigns



Denim Day
in LA, NY & USA

Films



Contests

- ❖ Blogs
- ❖ Essays
- ❖ Stories
- ❖ PSA's



Events

START STRONG AUSTIN PRESENTS
VOICES ERUPT

RIOT THE SILENCE 2 END DATING VIOLENCE
FEB 1ST 2010 BOYD VANCE THEATRE 6-8 PM
GEORGE WASHINGTON CARVER MUSEUM 1105 ANGELINA ST., AUSTIN, TX 78702

FREE! KICK-OFF EVENT FOR NATIONAL TEEN DATING VIOLENCE AWARENESS

HOSTED BY ZELI MILLER W/ DJ CHICKEN GEORGE

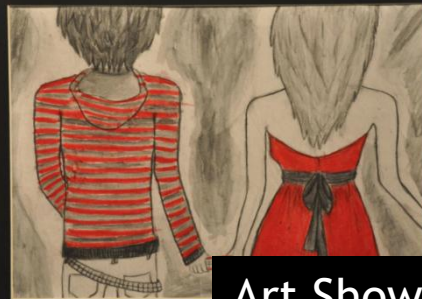
PERFORMANCES BY
CHANGING LIVES YOUTH THEATRE ENSEMBLE
THE CUPPER - AUSTIN'S HIP HOP PROJECT
EJODR
GEORGIA WAPOLITANO
PUBLIC. O.F.F.E.N.D.E.R.S.

Supporting Artists:
1450
Rays and Gays Chorus of the Capital Area
Sister Family of Hospitality (LGBTQ Community's Political Center of Greater Austin)
The Austin Project
Theater Action Project
The Cupper - Austin's Hip Hop Project
Artists in the Making
Opraha Manning Foundation
Tate Austin Institute
Jennifer's Hope
GSC
S17 Zone

Poetry
SLAM



Myoscars



Art Show

Workshops



Healthy Teen
Break-Ups
Summit

Performance Groups

theatre action project



- Don't U Luv Me?
- The Outrage
- Texting 4 Life
- Changing Lives Youth Theatre Ensemble



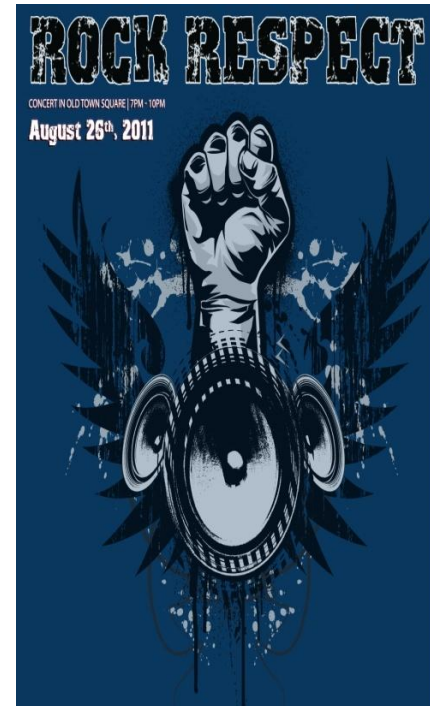
Kids go to website to see themselves, vote, and tell their friends



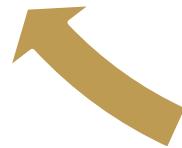
Promote event on website



Posters promoting event - see details at website



Hand out materials at event with web address



Pictures and videos of those at the event



~~Reactive~~

Proactive







AAP ADVOCATES FOR SAFER MEDIA AND MUSIC LYRICS



“On average, American youth listen to music from 1.5 to 2.5 hours per day, and an analysis of at-risk youth revealed they listen up to 6.8 hours per day. Studies have shown that a preference for certain types of music or music videos with explicit references to drugs, sex or violence can be associated with negative effects on schoolwork, behavior and emotions. Heavy metal and hard rock music have also been associated with increased suicidal risk, depression and delinquent behavior.”

Nutritional Impact

Artist:

Song title:

Serving Size: Min:

Sec:

Amount per serving:	Present (X)	Intensity level (1-10)
Unhealthy Relationship Ingredients		
Drama		
Possession/obsession		
Disrespect		
Relationship = sex		
Manipulation		
Total Unhealthy		
Healthy Relationship Ingredients		
Fun/Enjoyable		
Support		
Respect		
Equality		
Trust		
Total Healthy		

The song may portray: **Drama:** a belief that making up/breaking up, yelling, bitter arguing, destroying property or a general sense that unhealthy conflict in the relationship is part of a normal relationship. **Possession/Obsession:** a belief that another person is an object to use for one's personal benefit. This could also include stalking, objectification, and controlling behavior. **Disrespect:** a belief that it is acceptable to disregard another person's feelings, ideas, opinions and wishes. This could include name calling, put downs, minimizing language, and cheating. **Relationship=sex** a belief that the main component or focus of the relationship is sex. **Manipulation:** a belief that it is acceptable to lie or use another person's emotions or vulnerabilities to get what is desired. This could include guilt trips, lying, and using alcohol to get sex. **Fun/Enjoyable:** a belief that relationships are enjoyable and fun. **Support:** a belief that a relationship includes building up the other person's confidence and strengths. This could include encouraging another person to make healthy decisions to better themselves, even when the other person may not totally agree. **Respect:** a belief that another person has value and is appreciated and recognized for their ideas, thoughts, and decisions. This could include the use of positive or supportive words to describe the other person. **Equality:** a belief that both parties share in decision making and are free to choose what is right for them. One person does not have power over the other either in decision making or sex. **Trust:** a belief that the other person in the relationship has your best interest at heart. This could include being faithful and honest.

SOUND RELATIONSHIPS

Music, like food, can feed our brains and give us energy. But, it also can be filled with ingredients that can affect us negatively. Some music may even have an influence on our health and the health of our relationships. This instrument will help you evaluate the "nutritional" value of the music you might listen to. We want you to put on your headphones, turn up the volume and become a song lyrics nutritionist. Just follow these easy steps.

STEP ONE: Find a song

Select a song. Find the lyrics of the song either from the CD insert, or search for them online. Print out the lyrics, and read them to get a feel for the main themes in the song.

STEP TWO: Determine if the song has a relationship theme

Songs with a relationship theme describe an emotional or physical connection between two or more people and should support, celebrate or glorify the unhealthy or healthy characteristics of the relationship.

STEP THREE: Score the song lyrics

Carefully examine the song's title and all lyrics in the chorus and verses of the song. Now look at the Song Lyric Scoring Label to the left. Check the "PRESENT" box for each relationship ingredient that you find in the song. The definitions for each relationship ingredient are at the bottom of the label. Finally, for each ingredient that is present in the song, assign it a score from 1-10 in the "INTENSITY LEVEL"

box based on how much of that relationship ingredient you feel is in the song. A score of 1 would indicate that there is a very low level of that relationship ingredient in the song while a score of 10 would indicate a very high level of that relationship ingredient. When assigning an intensity score, consider how those particular lyrics impact the overall message of the song.

STEP FOUR: Total your numbers

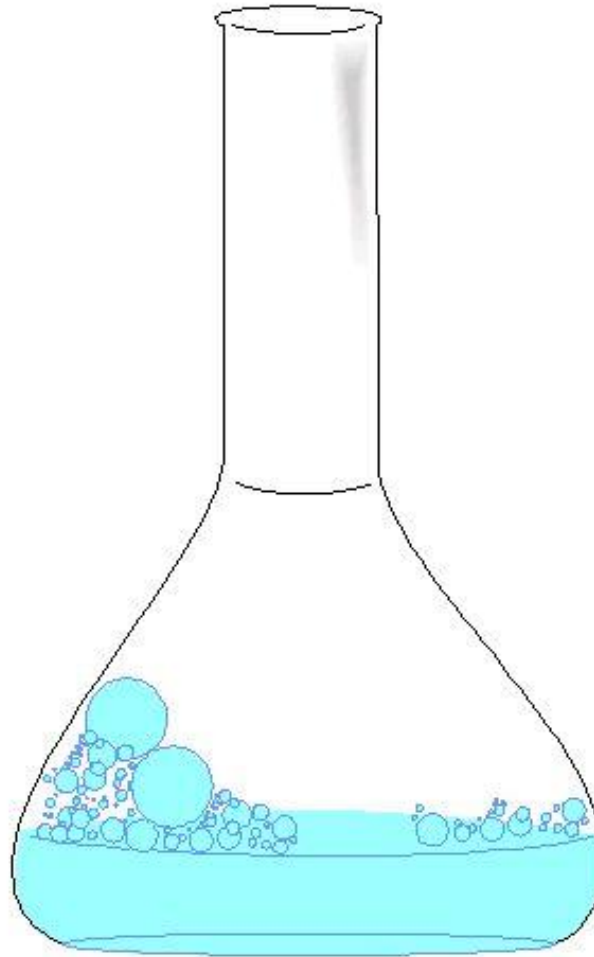
Add up the scores from the intensity column in both the unhealthy and healthy sections. These totals indicate the unhealthy and healthy relationship "nutritional" value of the song's lyrics.

STEP FIVE: Balance your "lyrical" diet

Use this tool whenever you want to find out the relationship ingredients of a song. Just like with the food we eat, it is important to have a balanced "song" diet that includes lots of healthy relationship ingredients. Knowing the ingredients will help you make an informed decision about which songs will promote good relationship health.

Billboard

The “magic formula” is...

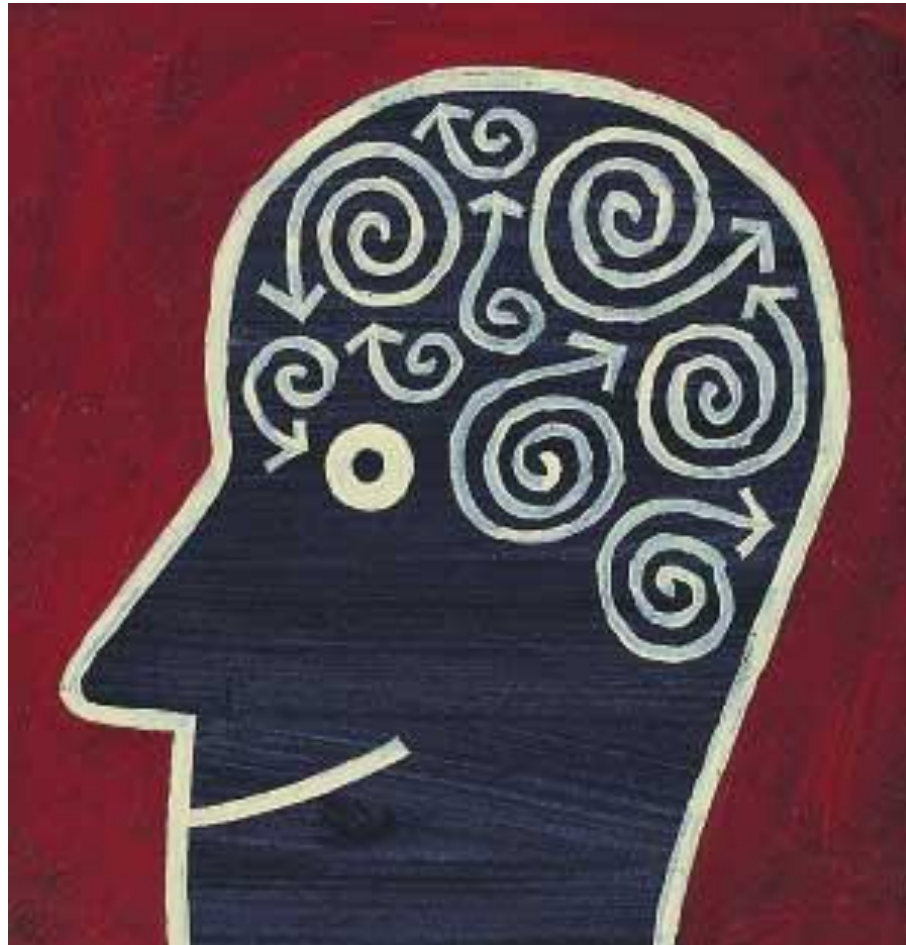


Know what's making news

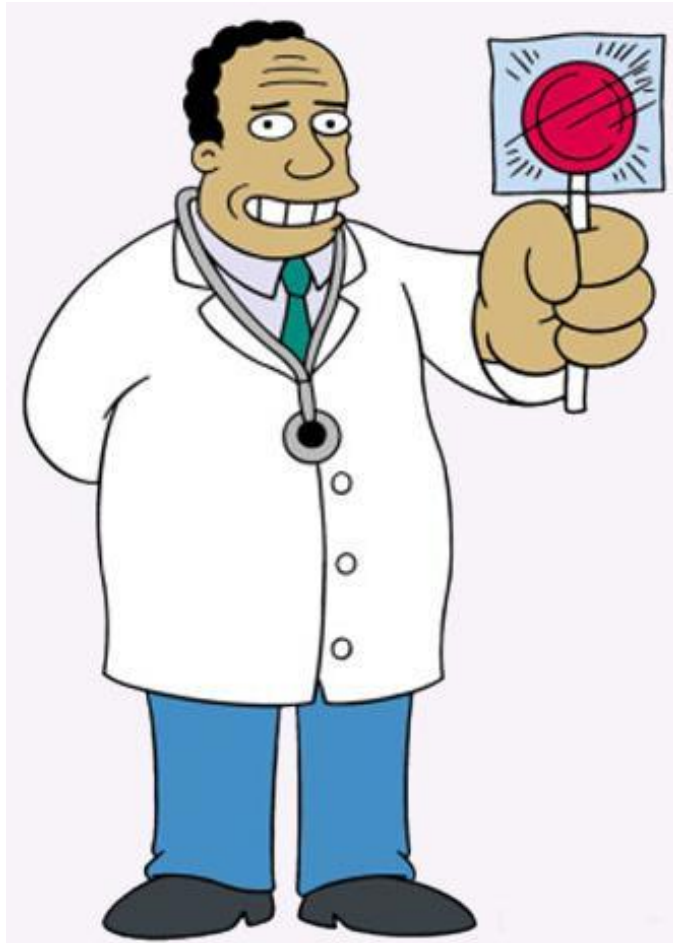




Involve creative people



Be a credible messenger



Move at their speed



Be innovative (and take risks)

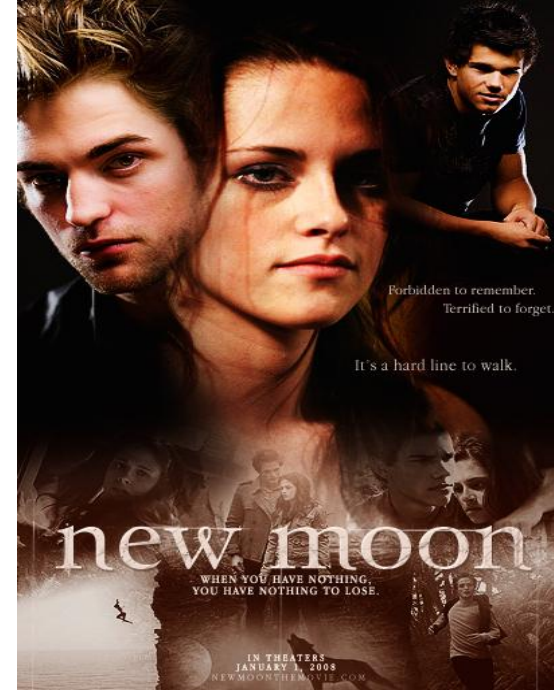


Start Strong Idaho

□ “*New Moon* is a pop-culture tsunami.”

□ Julia Sharkey, *Teen InterACTivist*

□ At the midnight premiere of *New Moon* on November 19th, *Start Strong Idaho* teens conducted a survey at theaters in the Boise area.



Opportunities to Talk

- Teachable moment for parents and their pre-teens and young teens on building healthy teen, vampire, and werewolf relationships.
- A way to talk about relationships without invading a pre-teen or young teen's privacy.

IT ALL BEGINS... WITH A CHOICE.

CAMPAIGN FOR THE THIRD CHOICE

Bella is graduating from high school and feels pressured to make a choice.

Should your choices be defined by or limited to your relationships?

One thing is certain. Every choice you make defines you.

Own your choice. Define yourself. Imagine your future...

JOIN KEKE LUV AND START STRONG IDAHO

THE ECLIPSE EVENT

TUESDAY, JUNE 29TH AT EDWARDS STADIUM 22

7:30 - 10:30

MUSIC, ACTIVITIES, & LOADS OF GIVE AWAYS



the twilight saga
eclipse

Start Strong Idaho
BUILDING HEALTHY TEEN RELATIONSHIPS

103.3
KISSFM

Join us on Facebook "Eclipse: Campaign for the Third Choice" 

Support for this advertisement was provided by a grant from Start Strong: Building Healthy Teen Relationships, a national program of the Robert Wood Johnson Foundation.

It's in the packaging



Luck



Build relationships and be collegial



Start Strong Atlanta

CNN

Tapping into Current Events



Visit our websites:

Startstrongteens.org and Startstrongparents.org

www.KeepItStrongATL.org (Atlanta)

www.startstrongaustin.org (Austin)

www.bphc.org/programs/cafh/violenceprevention/startstrong (Boston)

www.myospace.org (Bridgeport)

www.startstrongbronx.org (Bronx)

www.startstrongidaho.com (Idaho)

www.startstrongindy.com (Indianapolis)

www.youthoverviolence.org (Los Angeles)

www.myjane.org (Oakland)

www.hkupwithrespect.com (Rhode Island)

www.startstrongwichita.org (Wichita)