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

SMH
Name that Term

HMU
Social Marketing
Targeting Audiences

VS
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.
check this out:
1 Million
social networking profiles
1998
1 Billion social networking profiles
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...
nothing is private

it’s easy to be mean

runaway digital footprint

With new challenges
And endless possibilities

it’s all about your story

it’s easy to be an upstander

everyone can create and share
And endless possibilities

it’s all about your story

it’s easy to be an upstander

everyone can 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
38% share original content online
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
How can we create teaching and learning tools that are relevant to this generation?

- The real time generation
- The create & share generation
- The constant feedback generation
BE THE ANSWER TO THEIR PROBLEM
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. Is this how you feel in your relationships?

Is this abuse?

Abuse signs in a relationships are not a onetime incident, they usually come in series and adults stay in abusive relationships. Check it out: Download The Cycle of Abuse.

Is this love?

If you are in an abusive relationship, you might tell yourself that he/she loves you. But really, he/she is just trying to control you.
SET YOUR MIND TO THE “CREATE/SHARE” STATION.
teens submit their relationship stories here...

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

...and can give advice here
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
Make it “Shareable”

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

“Friendship with oneself is all important, because without it one cannot be friends with anyone else in the world.”

—Eleanor Roosevelt
WEBSITES

- YouTube
- startstrong wichita
- Facebook
- Twitter
It all works together
Awareness Campaigns

Denim Day in LA, NY & USA

Events

Myoscars

Films

Broken Harmonies Taking Control

Workshops

Healthy Teen Break-Ups Summit

Contests

- Blogs
- Essays
- Stories
- PSA's

Performance Groups

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

Poetry SLAM

Art Show
Hand out materials at event with web address

Posters promoting event - see details at website

Promote event on website

Pictures and videos of those at the event

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

[Website Image]

[Event Poster]

[Start Strong Wichita Image]
Reactive
Proactive
“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

Amount per serving:

<table>
<thead>
<tr>
<th>Unhealthy Relationship Ingredients</th>
<th>Present (x)</th>
<th>Intensity level (1-10)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drama</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Possession/obsession</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Disrespect</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Relationship = sex</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Manipulation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Unhealthy</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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, putting down, 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.

Prepared by the Boston Public Health Commission, 2009
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)
“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’s in the packaging
Luck
Build relationships and be collegial
Start Strong Atlanta
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)