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

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CONFLICT OF INTEREST DISCLOSURE
ANTHONY FREEMAN, MA

none.
“NEW MEDIA” = SOCIAL MEDIA + DATING APPS
“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
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)
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

<40 agencies total
17 agencies with new media deliverables
GOALS OF SOCIAL MEDIA
EXAMPLE:
FACEBOOK EVENT PROMOTION

Voces Latinas
Like This Page - October 13, 2017

A very proud team for a job well done during NLAAD! Un equipo orgulloso por un buen trabajo realizado durante NLAAD! #take-the-train#take-the-test #томаелтрен#нацел#прueba #60tests #60likes
See Translation

Jorge Vidal and 19 others: 3 Comments

Most Relevant

Angela Giraldo Gomez Super mis amigos. Que maravilla. Felicitaciones
Like - Reply - See Translation - 1y

Connie Om Congratulations!
Like - Reply - 1y

Nathaly Rubio-Torio I LOVE this team❤️❤️
Like - Reply - 1y

Write a comment...
EXAMPLE:
AWARENESS OF SERVICES (PAID ADS)
MT. SINAI

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
<table>
<thead>
<tr>
<th>Date</th>
<th>Platform</th>
<th>Message</th>
<th>Staff Responsible</th>
</tr>
</thead>
<tbody>
<tr>
<td>6/14/2018</td>
<td>Facebook</td>
<td><strong>Worried about the side effects?</strong></td>
<td>Website &amp; Multimedia Manager</td>
</tr>
<tr>
<td>6/14/2018</td>
<td>Twitter</td>
<td>Worried about the side effects?</td>
<td>Website &amp; Multimedia Manager</td>
</tr>
<tr>
<td>6/26/2018</td>
<td>Facebook</td>
<td>Take part in the sexual health revolution. Call to learn more.</td>
<td>Website &amp; Multimedia Manager</td>
</tr>
<tr>
<td>6/26/2018</td>
<td>Twitter</td>
<td>Take part in the sexual health revolution. Call to learn more.</td>
<td>Website &amp; Multimedia Manager</td>
</tr>
<tr>
<td>Full Month</td>
<td>Scruff</td>
<td><strong>Banner Ad: Learn more about PrEP</strong></td>
<td>Website &amp; Multimedia Manager</td>
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## CONTENT PROJECTIONS

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<th>Service</th>
<th>April # of posts</th>
<th>May # of posts</th>
<th>June # of posts</th>
<th>July # of posts</th>
<th>August # of posts</th>
<th>September # of posts</th>
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<td>3</td>
<td>18</td>
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<td>Instagram</td>
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<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>6</td>
</tr>
<tr>
<td>Twitter</td>
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<td>3</td>
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<td>18</td>
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<td>Snapchat</td>
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<td>Reddit</td>
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<td>Other (if yes, replace with name of platform)</td>
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<td>Other (if yes, replace with name of platform)</td>
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<td><strong>Totals for social media outreach</strong></td>
<td><strong>7</strong></td>
<td><strong>7</strong></td>
<td><strong>7</strong></td>
<td><strong>7</strong></td>
<td><strong>7</strong></td>
<td><strong>7</strong></td>
<td><strong>42</strong></td>
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</table>
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)
- # 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)
<table>
<thead>
<tr>
<th></th>
<th>FACEBOOK</th>
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<tr>
<td></td>
<td>Nov</td>
<td>Dec</td>
<td>Jan '18</td>
<td>Feb</td>
<td>Mar</td>
<td>Apr</td>
<td>May</td>
</tr>
<tr>
<td><strong>POSTS</strong></td>
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<td>0</td>
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<td>10</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Total number of page posts</td>
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<td>0</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>6</td>
<td>10</td>
</tr>
<tr>
<td><strong>ENGAGEMENT &amp; REACH</strong></td>
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<td></td>
</tr>
<tr>
<td>Total people reached</td>
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<td>0</td>
<td>0</td>
<td>0</td>
<td>20</td>
<td>65</td>
<td>71</td>
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<tr>
<td>Total people engaged with posts (e.g., likes, comments, shares)</td>
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<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>3</td>
<td>92</td>
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</tbody>
</table>
SOCIAL MEDIA WORKFLOW

POSTS → PEOPLE REACHED → ENGAGEMENT/INTERACTION → PEOPLE REFERRED → NEW CLIENTS
AGGREGATE NEW MEDIA DATA (AUGUST 2017 – JULY 2018)

*PRELIMINARY DATA

- POSTS: 7118 total
  Range: 0 – 125 per month
AGGREGATE NEW MEDIA DATA
(AUGUST 2017 – JULY 2018)

*PRELIMINARY DATA

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

PEOPLE REACHED
161,559 total
Range: 0 – 6069 per post

ENGAGEMENT/INTERACTION

PEOPLE REFERRED
829 total
Range: 0 – 50 per month

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

*PRELIMINARY DATA

Referral Source

- Existing client at the agency (in-reach)
- PlaySure Network Site
- Outreach Event
- Other
- Internet search
- Word of mouth
- Sexual Health Clinic
- Social media
- Flyer/advertisement
- PEP Call Center

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

**Priority population***
- 232

**All other referral sources**
- 5739

New clients from

- Social media: 243
- 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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