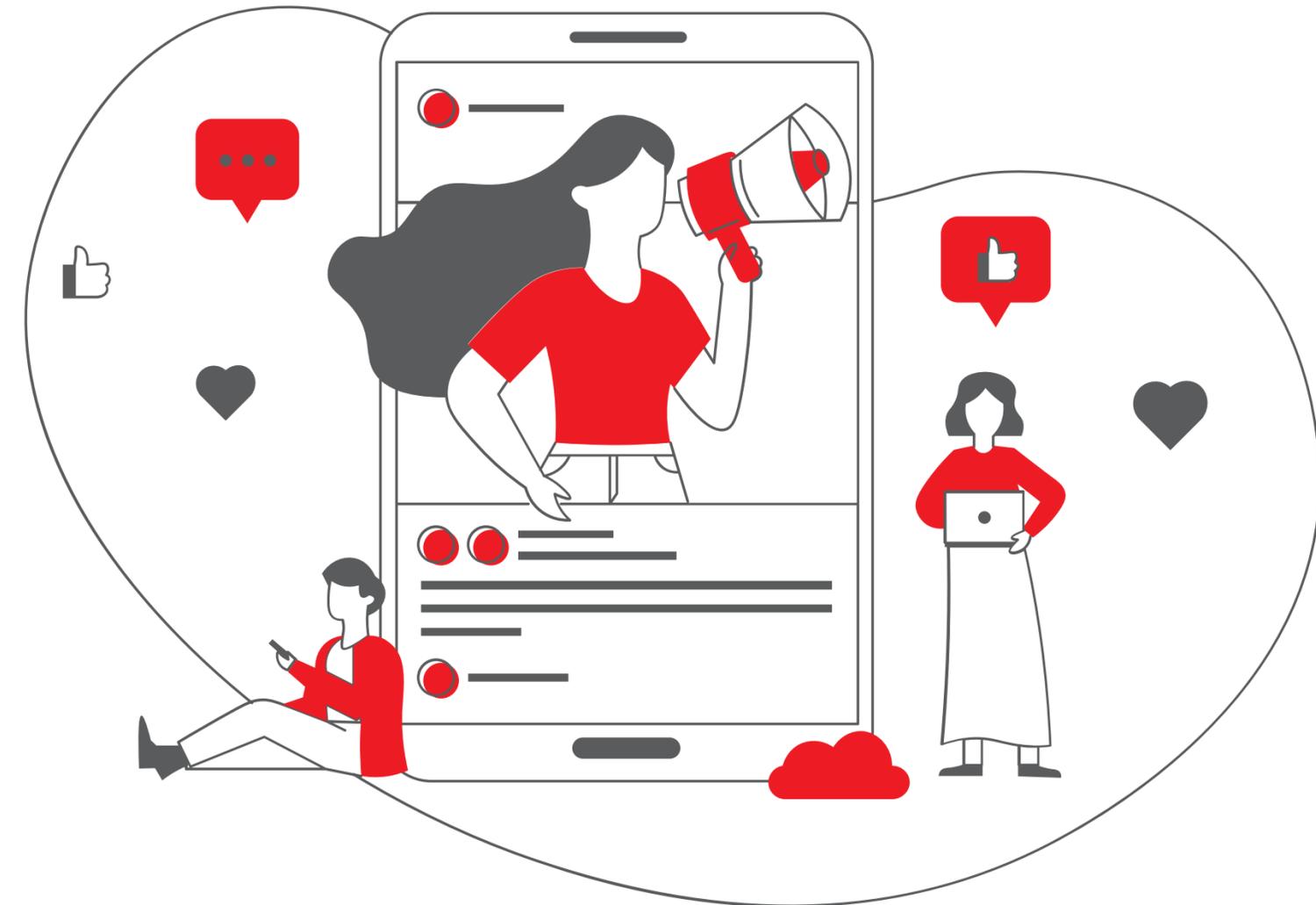


Innovation in Social Media Marketing

From Strategy to Action (Part 2)



September 18, 2025

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preventiontrainingcenter.org

Introduction

Building on the success of our first Innovation in Social Media Marketing training, this follow-up session takes a deeper dive into putting strategies into action. In this training, we'll move beyond the “what” and “why” of effective social media use and focus on the “how.”



By the end of this session, participants will be able to:

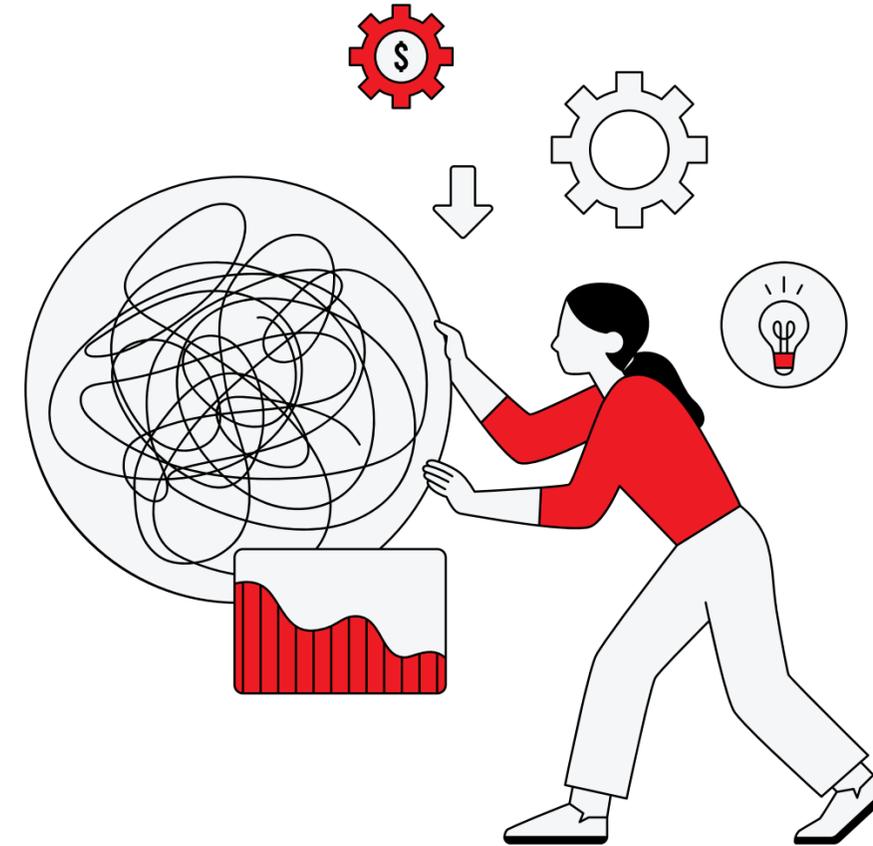
- Apply advanced social media strategies discussed in Part 1 to real-world prevention campaigns.
- Demonstrate how to use key tools, platforms, and features to create, schedule, and manage engaging content.
- Implement audience engagement techniques that foster community and increase reach.
- Utilize analytics and insights to measure post performance and refine strategies.
- Integrate time-saving AI and planning tools into daily social media management.

Set up account on TTASC LMS: <https://ttasc.talentlms.com/>

[Link to Part 1 Recording](#)

[Link to Part 1 Presentation](#)

The Shift: What vs. How



Part 1 = Strategy (What & Why)

- Why social media matters in prevention
- What strategies support visibility & engagement
- What challenges exist for prevention professionals

Part 2 = Action (How)

- How to build effective posts step by step
- How to schedule & manage content
- How to track results with analytics
- How to actively engage your audience

Recap of Part 1

Why Social Media Matters for Prevention:

- Meets people where they are (youth, parents, community members)
- Cost-effective and scalable outreach tool
- Reduces stigma, builds awareness, promotes connection

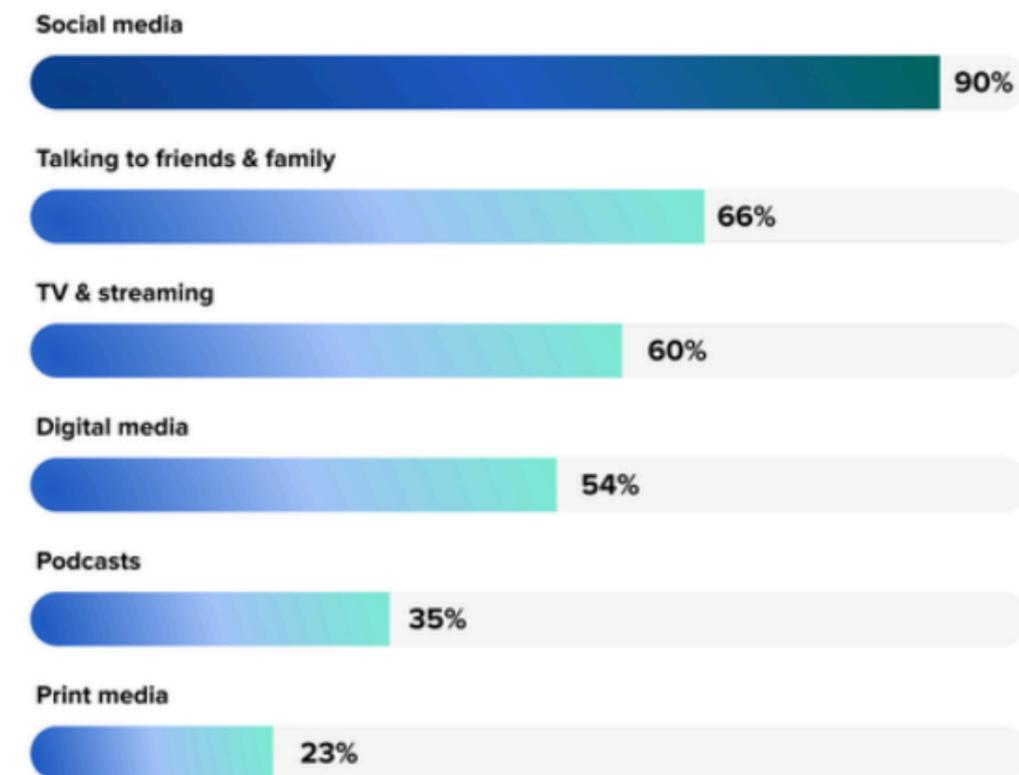
Core Pases:

- Understand - Know your audience, community, and message
- Plan - Develop a clear roadmap
- Build - Create content that resonates
- Test - Try, track, and learn
- Refine - Improve based on results

Challenges Prevention Professionals Face

- Limited time and resources
- Navigating public perception and stigma
- Adapting to constant platform changes

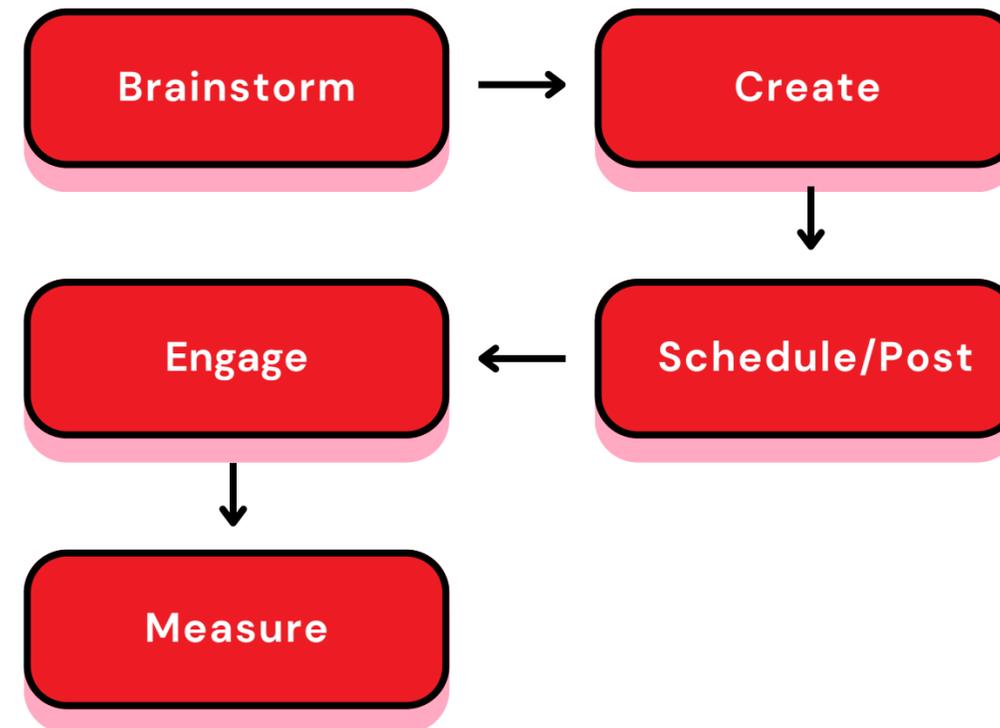
Sources consumers use to keep up with trends and cultural moments





Think of this as a loop, not a one-time process.

Content Creation Flow



1. Brainstorm

Generate ideas tied to awareness days, local events, or coalition goals.

2. Create

Develop graphics, videos, and captions using free tools like Canva or CapCut.

3. Schedule/Post

Use platforms like Meta Business Suite to plan ahead and publish content at the best times for your audience.

5. Engage

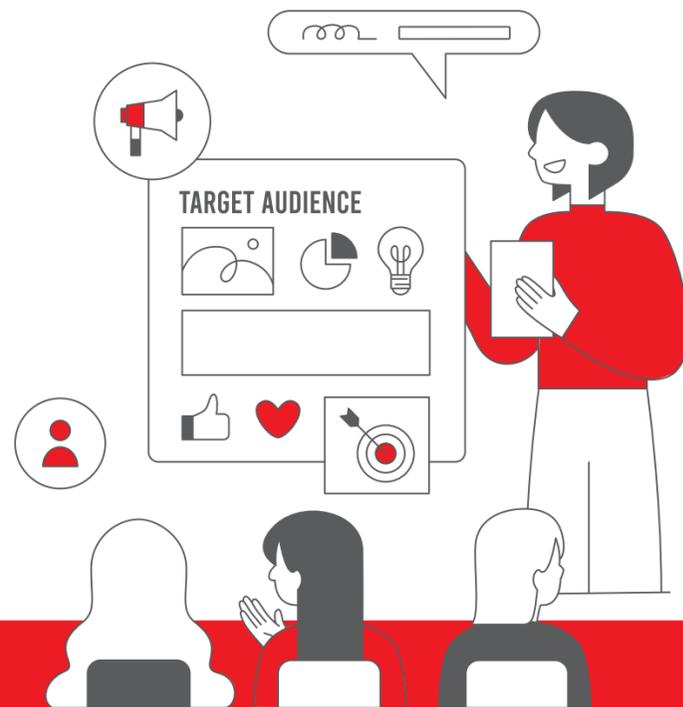
Respond to comments, answer questions, and join conversations.

6. Measure

Review analytics to see what worked, what didn't, and refine for next time.

Phase 1: Brainstorm

Goal: Find ideas for posts



Where to Start:

- Awareness Months & Days – Tap into national and state observances (e.g., Alcohol Awareness Month, Pride Month, Recovery Month).
- Local & Community Events – Share info about town halls, health fairs, vigils, and prevention events.
- Seasonal Topics – Back-to-school, summer safety, prom & graduation season, holidays.
- Educational Themes – Risk & protective factors, mental health resources, parenting tips, prevention strategies.
- Campaign Toolkits – SAMHSA, CDC, Mental Health America, and Connecticut Clearinghouse all publish free social media kits.

Helpful Links for Inspiration:

- [SAMHSA Digital Toolkits](#)
- [Mental Health America – Awareness Months & Toolkits](#)
- [Connecticut Clearinghouse Newsletters & Toolkits](#)
- [Connecticut Clearinghouse List of Observances](#)

Using a Content Calendar to Plan Smarter

Why Use a Content Calendar?

- Keeps posts organized and consistent
- Helps you balance awareness days, events, and evergreen content
- Reduces last-minute “What should I post today?” stress
- Makes collaboration easier when multiple team members are posting

Google Sheets or Google Calendar

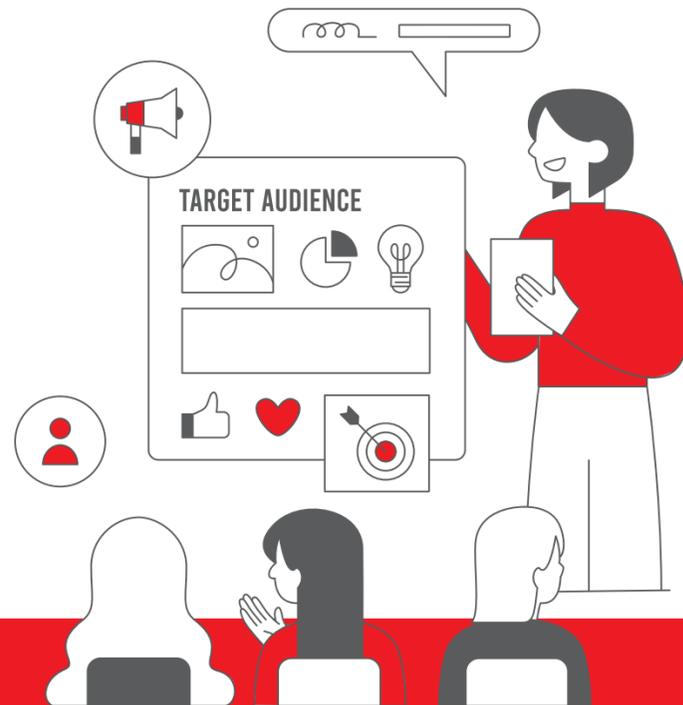
- Why it's great: Free, flexible, and easy to share with team members.
- Tip: Create a simple spreadsheet with columns like Date, Platform, Content Theme, Post Copy, Image/Graphic.
- [Sample Google Sheet Content Calendar](#)

Phase 2: Create

Goal: Turn ideas into content

Tips for Effective Content Creation:

- Keep Captions Engaging –
 - Make posts actionable (link to resources, ask a question, encourage shares).
 - Use concise, impactful text.
 - Add 3–5 relevant hashtags.
 - Tag partners or collaborators.
- Use High-Quality Visuals – Clear, consistent branding; avoid blurry or cluttered images.
- Mix Formats – Photos, graphics, short videos, carousels, stories, and reels.
- Brand Consistency – Stick to your color scheme, fonts, and tone.



Tools for Creating Captions

Hootsuite AI Caption Creator

- Generates captions tailored to your post type & tone
- Allows you to create captions in multiple
- Generates hashtags

ContentStudio AI Caption Generator

- Includes multiple tools like creating captions, summarizing URLs, rewriting, etc.
- Option to include emojis and hashtags
- Customize number of characters

Best Practices

- Always review AI-generated captions for accuracy & sensitivity
- Add your local touch (community name, event details, coalition voice)
- Keep captions short, clear, and action-oriented

Checklist for Recovery- Friendly Reporting

- Use person-first, non-stigmatizing and medically accurate language (e.g., “person with a substance use disorder” instead of “addict”).
<https://www.recoveryanswers.org/addiction-ary/>
- Report on methadone and other treatments using medical analogies (e.g., similar to insulin for diabetes)
- Include naloxone, treatment options, and resource links when discussing opioid use or overdose
- Use images that reflect realism and hope, not stereotypes
- Focus messaging on recovery and social functioning, not just addiction
- Balance stories of overdose and addiction with those of recovery from substance use
- Add helpful CT resources to relevant posts:
 - 1-800-563-4086 – 24/7 Treatment Access Line
 - drugfreect.org – Change the Script
 - liveloud.org – Live Loud
 - beintheknowct.org – Cannabis Awareness
 - norasaves.com – NORA

Using Linktree to Share Links on Social Media

Why Linktree?

- Instagram and many platforms only allow one clickable link in your bio.
- Linktree lets you create a simple landing page with multiple links to your resources.

How It Helps Prevention Work

- Share training registrations, event flyers, fact sheets, and guides all in one place.
- Update links easily without constantly editing your profile.
- Drive traffic to your website, videos, and resources consistently.

Best Practices

- Keep it clean and organized (no more than 5–7 links at a time).
- Use short, clear labels (e.g., “Register for Training,” “988 Resources”).
- Update links regularly to keep them relevant.

Tools for Creating Visuals

Canva

- Easy-to-use, drag-and-drop design tool
- Offers templates for posts, stories, flyers, and infographics
- Great for coalition branding (use consistent fonts, logos, colors)
- Free and Pro versions available

Capcut

- Free video editing app (desktop & mobile)
- Perfect for short-form videos and reels on Instagram, TikTok, or Facebook
- Includes templates, transitions, captions, and audio tools
- Great for turning raw footage into engaging prevention videos

Best Practices

- Keep visuals high-quality, clean, and consistent
- Avoid clutter—use simple text overlays and clear calls to action
- Stick to your coalition's color palette to strengthen recognition
- Use captions on videos (most people watch with the sound off)

Platform Specific Tips



Use a free tool like Canva to resize designs based on specific platform requirements

Facebook

The types of brand content social users are most likely to interact with on Facebook

- 1 Text posts
- 2 Static images
- 3 Short-form video (<15 seconds)
- 4 Short-form video (15-30 seconds)
- 5 GIFs and memes

Technical Specs to Know:

- Photos: 1200 x 630 pixels (recommended size)
- Videos:
 - Portrait: 1080 x 1350
 - Landscape: 1920 x 1080
 - Max length: 240 minutes (but aim for 1–2 minutes)
 - Maximum file size: 4 GB

Instagram

The types of brand content social users are most likely to interact with on Instagram

- 1 Short-form video (<15 seconds)
- 2 Static images
- 3 Short-form video (15-60 seconds)
- 4 Sponsored influencer content
- 5 GIFs and memes

Technical Specs to Know:

- Photos:
 - Square: 1080 x 1080 pixels
 - Portrait: 1080 x 1350 pixels (performs best!)
 - Landscape: 1080 x 566 pixels
- Videos:
 - Reels & Stories: 1080 x 1920 pixels (vertical)
 - Regular feed videos: Up to 60 seconds (longer for Reels)
 - Max file size: 4 GB

Phase 3: Schedule & Post

Goal: Save time & stay consistent

Meta Business Suite (Free for Facebook & Instagram)

- Manage both Facebook and Instagram from one dashboard
- Schedule posts, reels, and stories ahead of time
- View and respond to messages, comments, and DMs in one place
- Access basic analytics (reach, engagement, performance trends)
- Free tool – no extra cost, just connect your coalition’s accounts
- Only available with a Professional Page or Business Page

Why It Matters for Prevention Professionals

- Saves time by letting you batch schedule posts
- Keeps your content consistent and aligned with your calendar
- Allows you to respond quickly to your community across platforms
- Helps track what’s working without expensive software

Professional Page vs. Business Page



If you represent a prevention coalition, town agency, or nonprofit, a Business Page is the better choice

Professional Accounts (Instagram/Facebook)

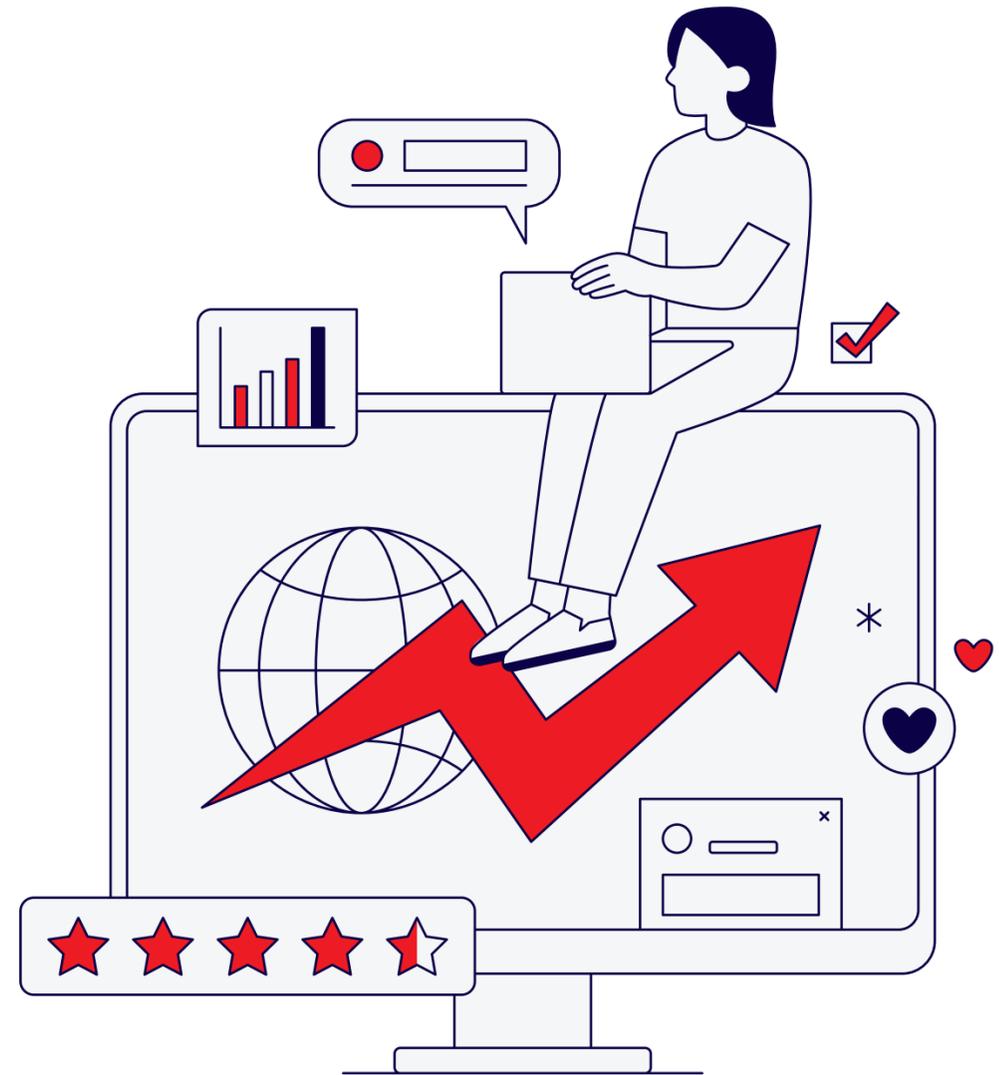
- Designed for creators, influencers, and public figures.
- Focuses on personal branding and content creation.
- Access to basic insights (reach, engagement, audience demographics).
- Can hide or display contact information depending on your preference.
- Better for individuals growing a personal brand — not an organization.

Business Pages (Instagram/Facebook)

- Designed for organizations, coalitions, nonprofits, and businesses.
- Provides full access to analytics (Meta Business Suite), ad tools, and appointment scheduling.
- Can run ads, boosted posts, and targeted campaigns.
- Lists important information like location, website, services, and business hours.
- Required for grant reporting or formal campaigns in many prevention settings.

Meta Tools for Posting

- Experiment with timing and post during “Active Times”
- Use A/B Testing to try different visuals and/or captions
- Make a poll to encourage engagement (only available in mobile app for Facebook & Instagram)
- Tag partners/collaborators
- Share posts to your story
- Include buttons or links in your post
- Share post into groups

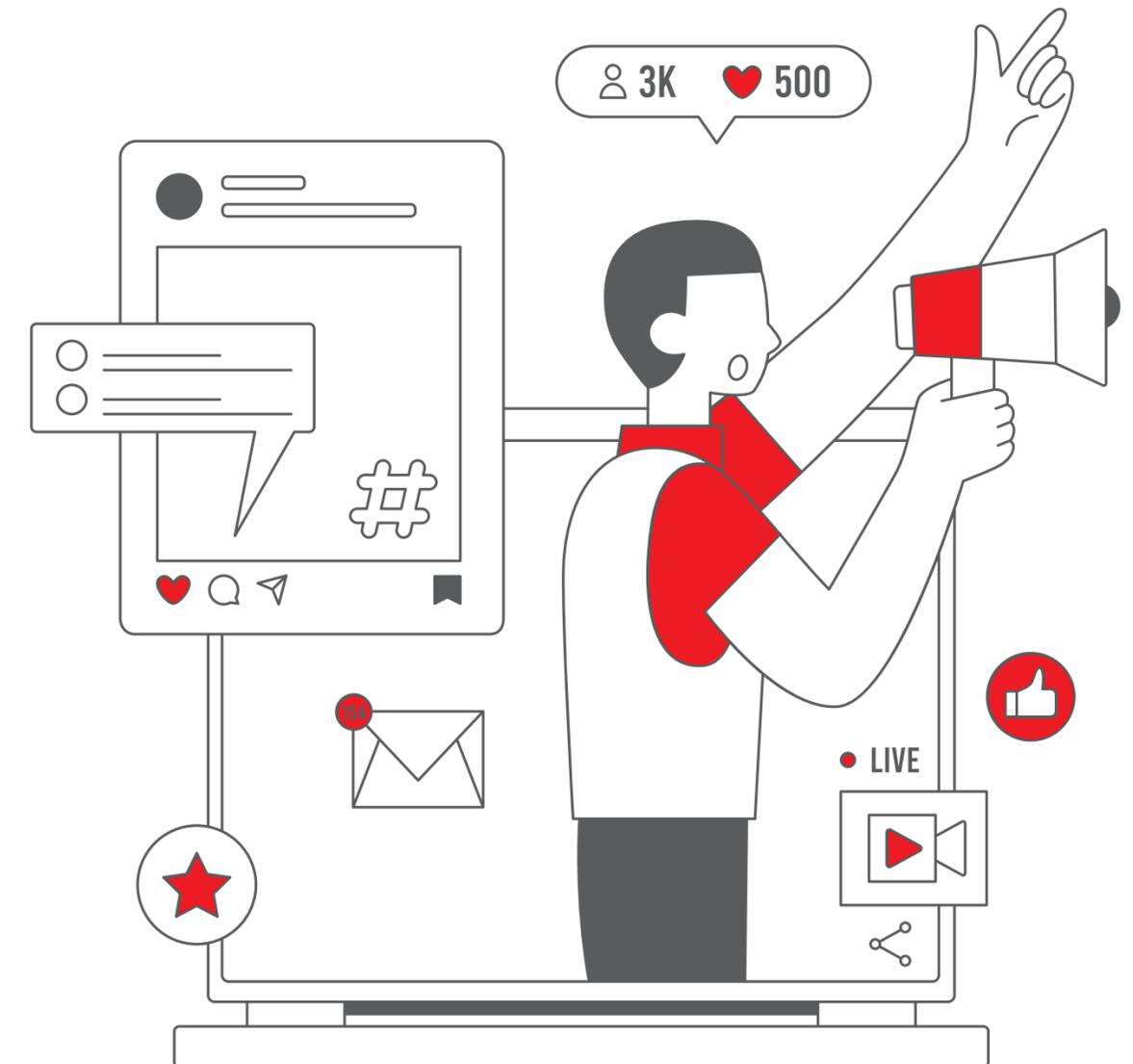


Phase 4: Engage

Goal: Strengthen community connections by fostering two-way interaction

Engagement in Action:

- Respond to comments and messages quickly - show your audience you care
- Invite people to like your page
- Ask friends and coworkers to share your posts

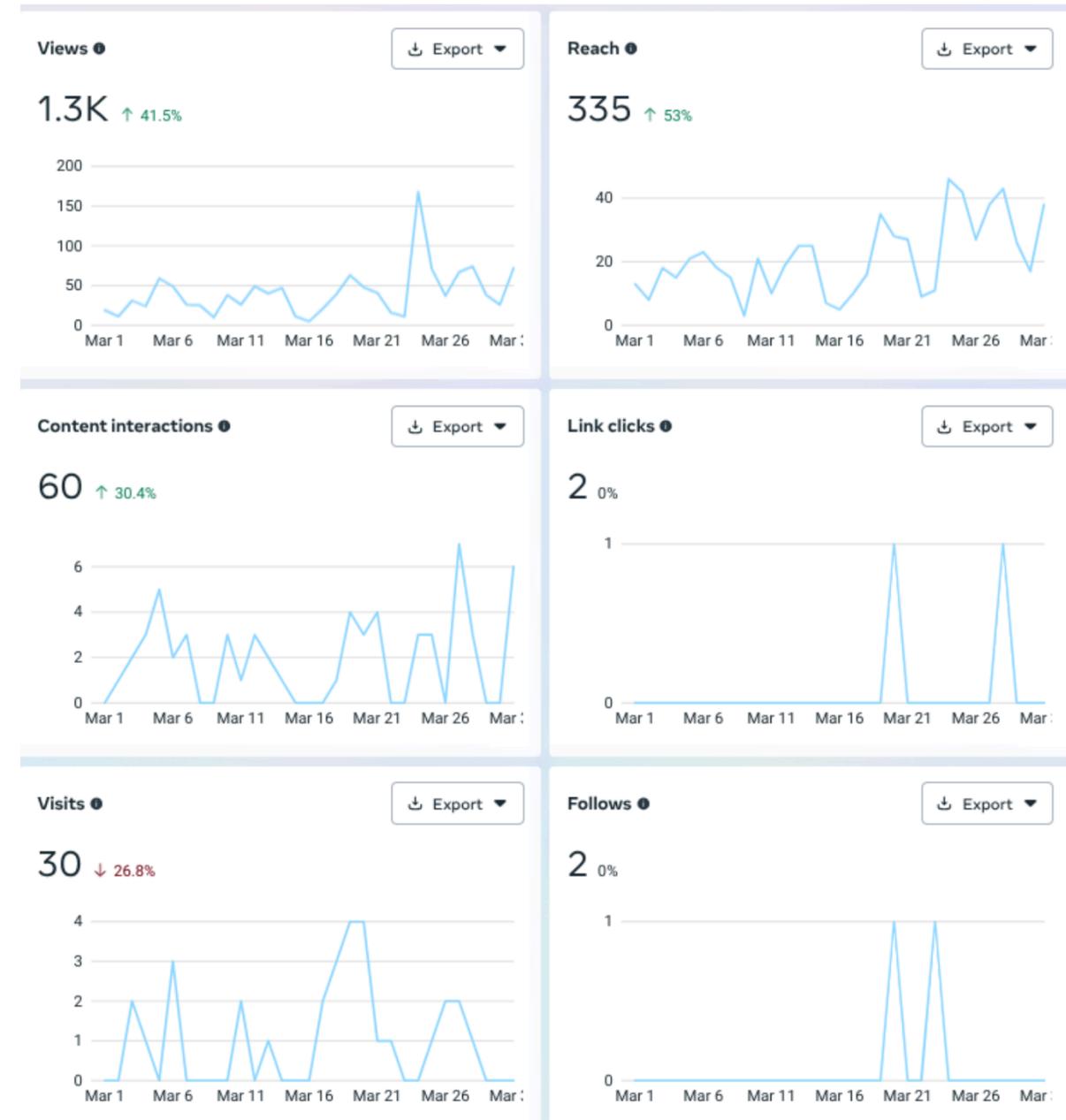


Phase 5: Measure

Goal: Track performance to understand and guide future content

Meta Business Suite (Free for Facebook & Instagram)

- Views: Number of times your content was played or displayed. (Includes reels, videos, posts, stories, and ads.)
- Reach: How many unique people saw your content organically or through paid ads.
- Interactions: Total likes, reactions, saves, comments, shares, and replies your content received.
- Follows: New followers gained during the selected time period.
- Link Clicks: Number of clicks, taps, or swipes on links you included in your content.
- Visits: Number of times your Facebook Page or Instagram Profile was visited.



Paid Advertising

Why consider Ads?

- Organic reach is limited. Paid ads help you reach new audiences quickly.
- Great for promoting events, trainings, or awareness campaigns.

Steps to Get Started

- Set up a Meta Business Account
- Connect your coalition or organization's Facebook Page and Instagram account.
- Set Up an Ad Account
- Add a payment method (credit card, PayPal, or grant-funded card).
- Choose Your Campaign Objective
- Define Your Target Audience
- Set Budget & Schedule
- Create & Launch Your Ad



Thank You!

I hope you're leaving with new strategies, tools, and confidence to elevate your prevention efforts on social media. Prevention is powerful — and your voice matters more than ever.

Don't forget to create an account on ttasc.talentlms.com to receive your CEUs!

For any follow-up questions, resources, or support, feel free to reach out:

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