



Substance Abuse and Mental Health
Services Administration

DATA STORYTELLING: HOW CBOS CAN SHARE THEIR IMPACT

WE WILL BE STARTING SHORTLY, THANK YOU FOR JOINING US!



Attendees are muted, so please share comments and ask questions in the **Q&A box**



Closed captioning is available through Zoom using the **CC button**



Resources and the recording will be available following the roundtable at share.nned.net

DATA STORYTELLING: HOW CBOs CAN SHARE THEIR IMPACT



Session 3

Beyond the Numbers and Visuals: Building Your CBO Data-Driven Digital Marketing Strategy

Welcome & Introductions – Logistics



Introduce yourself and your affiliation in the chat



Share comments and ask questions in the Q&A box



Closed captioning is available through Zoom using the CC button / Full Live Transcript option



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Center for Financing Reform and Innovation (CFRI)



Center for Financing
Reform and Innovation

CFRI is a SAMHSA contract with Westat that seeks to understand financing mechanisms of behavioral health care to identify opportunities, innovations, and challenges to service delivery and access.

For more Information, visit our website <https://www.samhsa.gov/cfri>

New CFRI Study of CBOs

Brief 10-minute Survey of Community-based Organizations (CBOs) Serving Primarily Underserved Populations

- The study seeks to expand our knowledge of CBO financing in order to improve the flow of federal and state funds to *community-based organizations (CBOs)*.
- Survey responses will contribute to a federal SAMHSA report on CBO financing.
- Participation is voluntary and confidential

Please respond by May 13, 2024!

Email us at CenterForFinancingReformInnovations@westat.com



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Workshop Agenda – What You Will Learn

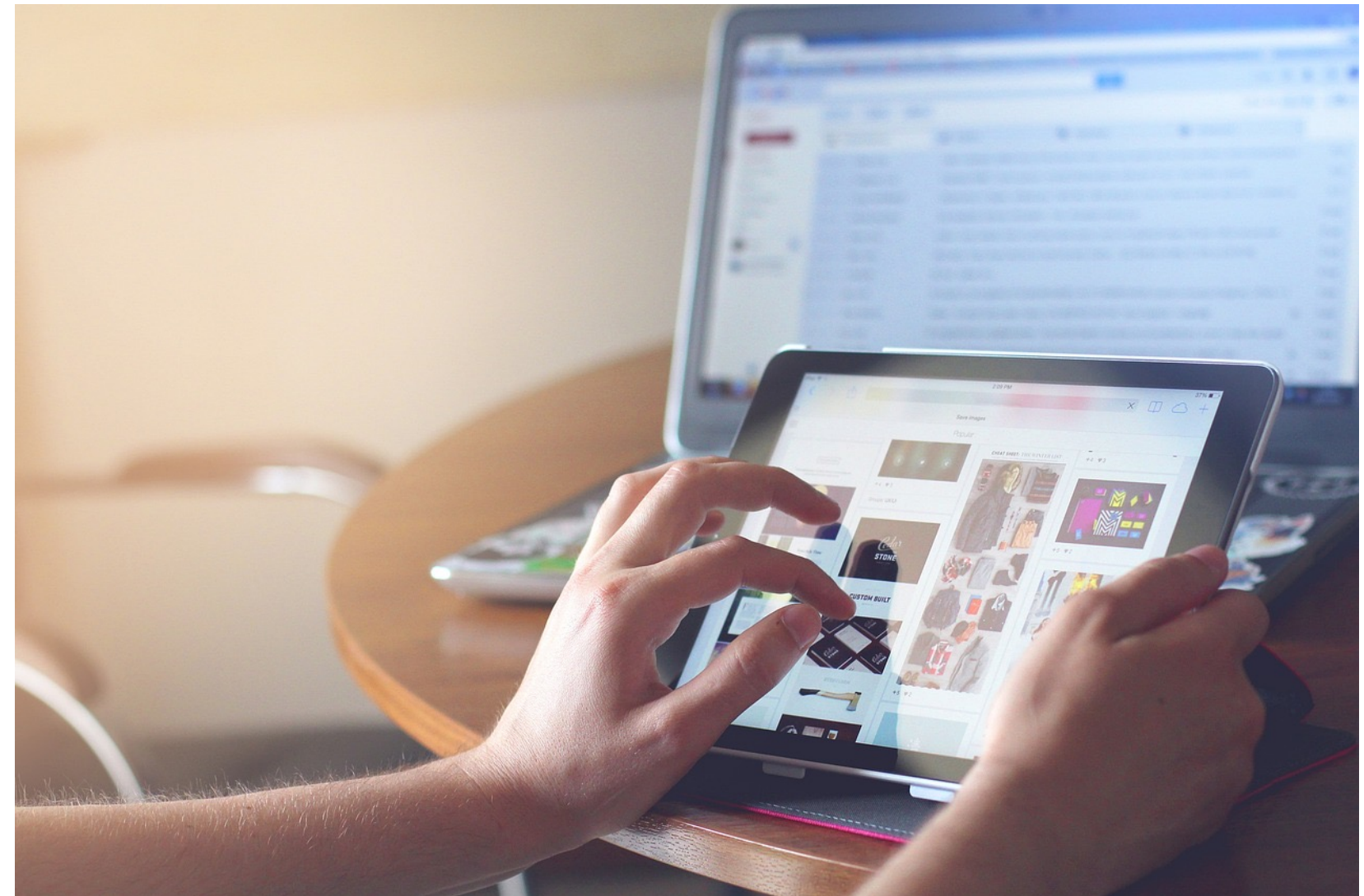
- Understanding the digital landscape for CBOs
- Creating a digital marketing strategy to promote your story
- Choosing the right platform for your message
- Utilizing key metrics to assess and enhance the impact of your narrative
- Best practices for telling your digital story



Exploring Marketing Avenues

Digital Platforms

- Social media channels such as Facebook, Twitter/X, and Instagram are useful for impactful messaging and visuals to seek engagement from your audience.
- LinkedIn can be particularly effective for reaching professionals and stakeholders in the field of behavioral health.
- Your organization's website acts as a central hub for detailed stories and data, while blogs can delve into analyses and success stories.
- Email marketing is key for direct communication with your audience, providing updates and detailed content.



Exploring Marketing Avenues

Traditional Marketing:

Despite the surge in digital tactics, traditional marketing avenues like print materials (brochures, flyers), radio spots, billboards, and community bulletin boards retain their value, especially in reaching local demographics or specific age groups less engaged online.



Choosing the Right Platform for Your Message

Audience Alignment:

- The key to selecting the right platform lies in understanding where your target audience spends their time. Age, interests, and behavior are critical factors.
- For instance, younger demographics might be more accessible via Instagram, whereas professionals may be reached through LinkedIn.

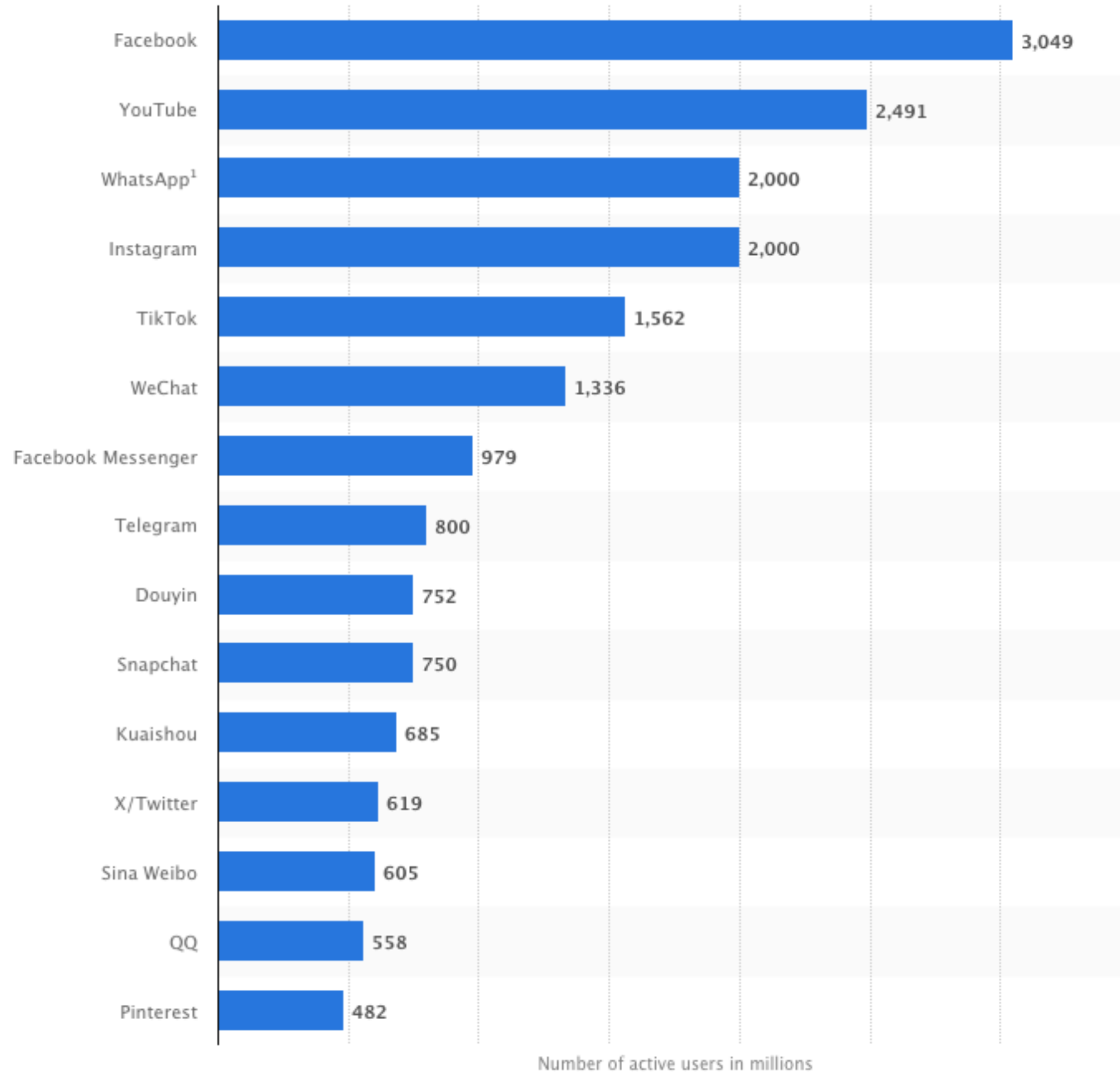
Message Format:

- Consider the nature of your message and the best format for its delivery.
- Visual stories thrive on Instagram, detailed narratives can unfold on blogs, and urgent calls to action might spread quickly on Twitter.

Resource Consideration:

- Assess your capacity to maintain a presence on chosen platforms. Quality and consistency matter more than quantity. It's better to actively engage on a few platforms than to spread too thin.

Understanding the Digital Landscape for CBOs



Most popular social networks worldwide as of Jan 2024, ranked by number of monthly active users (in millions)

Social Media Platforms Overview - Facebook

- Monthly active users: 3.4 billion worldwide
- Number of users in US: 175 million

How you can use it for data storytelling:

- Share impactful infographics and data visualizations showcasing program results.
- Host live Q&A sessions
- Run targeted ad campaigns to reach specific demographics
- Build community/followers



Social Media Platforms Overview – Instagram

- Monthly active users in US: 133.5 million

How you can use it for data storytelling:

- Create short, engaging videos with data-driven messages
- Utilize Instagram Stories to share behind-the-scenes glimpses of CBO programs.
- Collaborate with influencers or partner organizations to expand reach and engagement.



Social Media Platforms Overview – Twitter/X

- Monthly active users in US: 50.5 million

How you can use it for data storytelling:

- Share bite-sized data points and statistics in tweets using relevant hashtags.
- Participate in Twitter chats related to your area of focus to engage with a relevant audience.
- Use threads to provide more context and narrative around data storytelling projects.



Social Media Platforms Overview – YouTube

- Monthly active users in US: 239 million
- YouTube Shorts: 2 billion monthly users worldwide

How you can use it for data storytelling:

- Produce explainer videos or animated data visualizations to make complex data more accessible
- Create a series of videos showcasing the impact of data-driven initiatives on the community.



Social Media Platforms Overview – YouTube Shorts



Views Gathered by Different Lengths of Shorts

demandsage

Social Media Platforms Overview – LinkedIn

- 1 billion members worldwide
- 211 million users in the US

How you can use it for data storytelling:

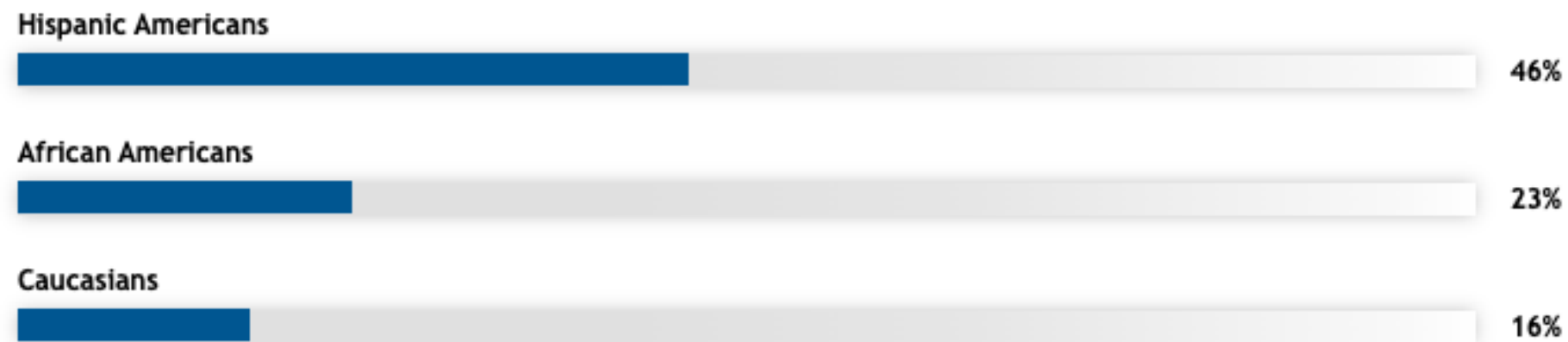
- Publishing articles that delve into research findings or success stories, incorporating data visualizations to make complex information accessible.
- Highlight success stories of individuals or communities your CBO has helped. Quantify the impact using data to demonstrate the value you provide.



Social Media Platforms Overview – WhatsApp

- 2 billion active users worldwide
- 98 million users in the US

Share of US WhatsApp Users by Ethnicity



Source: Pew Research Center 2021

Designed by  FinancesOnline



WhatsApp

Social Media Platforms Overview – WhatsApp

How you can use WhatsApp:

- Volunteer coordination
- Partner collaboration
- Donor engagement
- Community mobilization
- Fundraising



WhatsApp

Social Media Platforms Overview – Messenger

- 1 billion monthly active users worldwide
- 192 million users in the US

How you can use it for data storytelling:

- To help direct your audience towards the best way to communicate with you depending on their needs.
- To provide information on key topics or issues that are important to your audience.
- To guide people towards the best ways to get involved with your organization.
- To advertise and promote specific services.

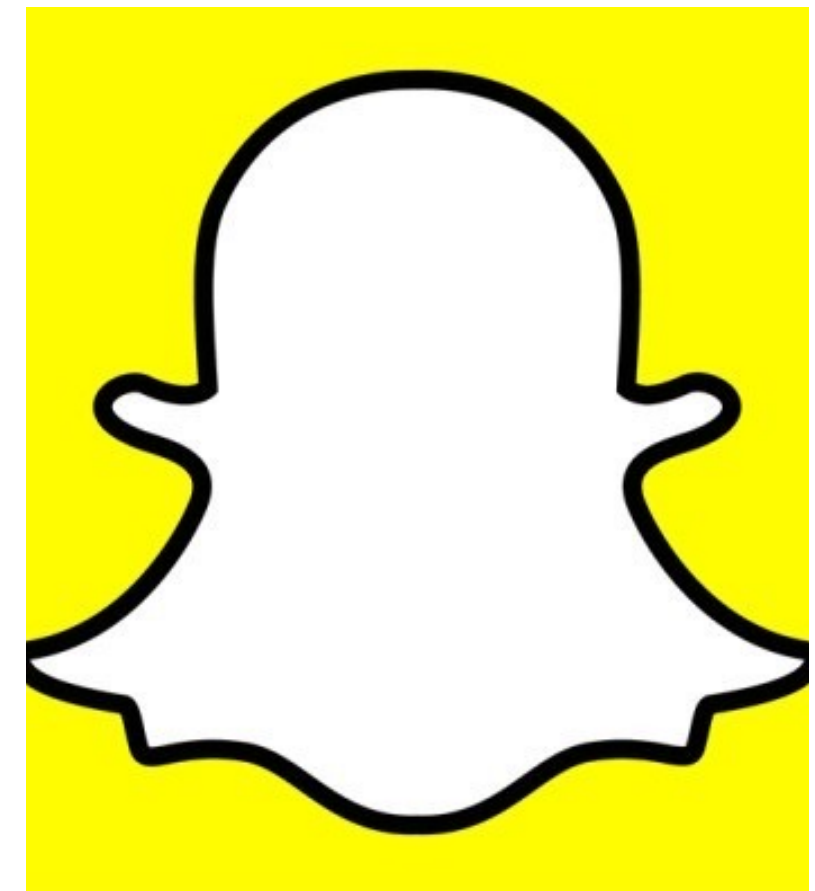


Social Media Platforms Overview – Snapchat

- 800 million monthly active users worldwide
- 100 million users in the US
- 60% of US teens (13-17) use Snapchat

How you can use it for data storytelling:

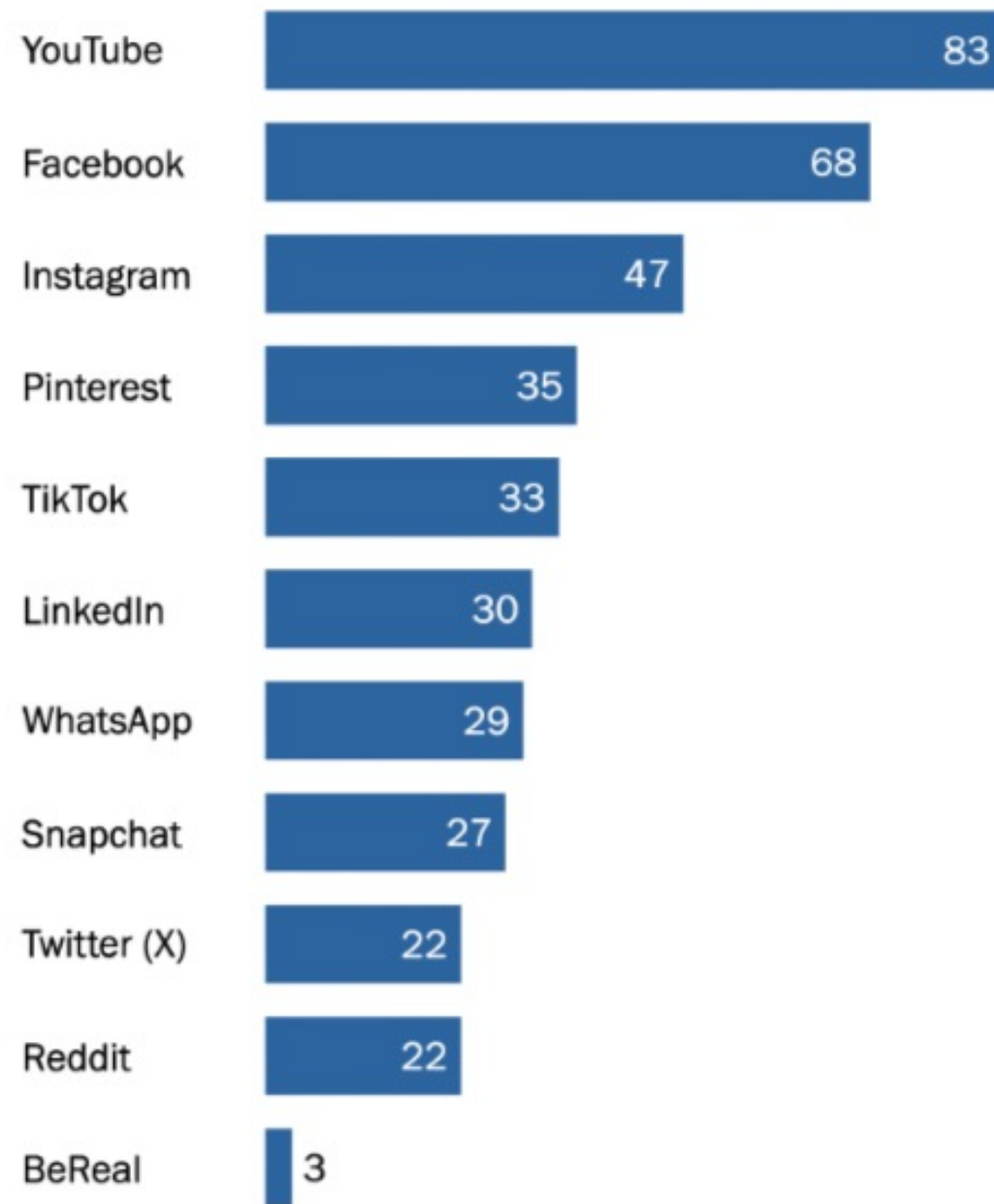
- Create data-driven stories using Snapchat Stories with a short lifespan (24 hours). These stories can use a mix of text, visuals, and even short video snippets to present data in a concise and captivating way. Include a clear call to action at the end, directing users to resources or encouraging them to share their experiences.



Understanding the Digital Landscape for CBOs

Most U.S. adults use YouTube and Facebook; about half use Instagram

% of U.S. adults who say they *ever* use ...



Note: Respondents who did not give an answer are not shown.
Source: Survey of U.S. adults conducted May 19-Sept. 5, 2023.
"Americans' Social Media Use"

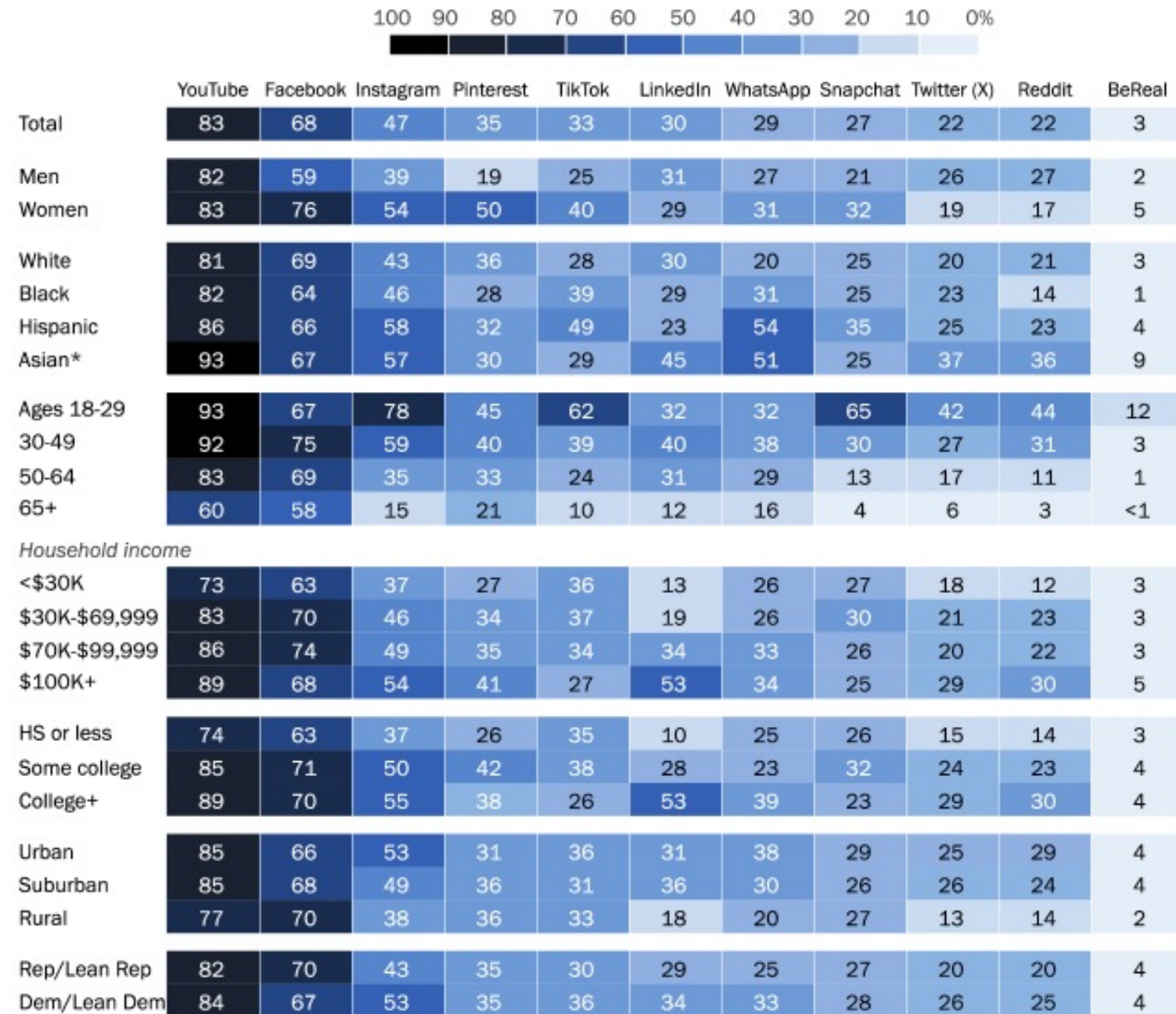
PEW RESEARCH CENTER

- **YouTube** stands at the top with 83%, making it the most widely used platform. This indicates a significant opportunity for video content and storytelling to engage a broad audience.
- **Facebook** follows with 68% usage. Given its broad demographic reach, it's a valuable space for community-based discussions and sharing impact stories.
- **Instagram**, used by 47%, is particularly powerful for visual storytelling and can be a vibrant platform for sharing photos and short videos of your community's milestones and narratives.
- **Pinterest, TikTok, and LinkedIn** show us diverse platforms where niche content can thrive — from educational infographics to engaging short-form videos and professional networking content.
- Lesser-used platforms like **Snapchat, Twitter/X, Reddit, and BeReal** suggest the need for targeted strategies if your audience demographics align with these channels.

Social Media Platforms Demographic Groups

How use of online platforms – such as Facebook, Instagram or TikTok – differs among some U.S. demographic groups

% of U.S. adults who say they *ever* use ...



* Estimates for Asian adults are representative of English speakers only.

Note: White, Black and Asian adults include those who report being only one race and are not Hispanic. Hispanic adults are of any race. Not all numerical differences between groups shown are statistically significant. Respondents who did not give an answer are not shown.

Source: Survey of U.S. adults conducted May 19-Sept. 5, 2023.

"Americans' Social Media Use"

PEW RESEARCH CENTER

- **YouTube** is incredibly popular across all demographics, with about 83% of U.S. adults using it.
- **Facebook** is also widely used, but its popularity tends to decrease slightly with the younger age group (18-29), who prefer **Instagram** and **TikTok**.
- **Instagram, Pinterest, and TikTok** have a strong following among younger adults (18-29), with Instagram also being quite popular among the 30-49 age bracket.
- **LinkedIn** is used fairly consistently by adults up to age 49, after which its usage drops.
- **WhatsApp** is particularly popular among Hispanic communities.
- **Snapchat and Twitter** have a moderate user base, which, similar to **Instagram** and **TikTok**, skews younger.
- **Reddit** has a more niche user base, with relatively consistent usage across demographics but at lower overall rates.
- **BeReal** has the lowest usage among the platforms listed, with notable use by the younger demographic (18-29).

Crafting Your Impactful Digital Marketing Message for Data Storytelling – Building Your Digital Marketing Strategy

1) Defining Your Goal

Begin by specifying what you aim to achieve with your digital marketing campaign.

2) Identifying Your Audience

Understand who you're trying to reach with your message.

3) Identifying Your Core Messages

Core messages are the key points you want your audience to remember and act upon.

4) Messages for Different Platforms

Adapt your core messages to fit the format and audience of different digital platforms.

5) Analyze Your Metrics

Monitor campaign data to understand effectiveness and impact.

1) Defining Your Goal

BRAND AWARENESS

Increasing awareness and understanding of specific social issues

PROGRAM OR SERVICE PROMOTION

Driving community engagement and support for your programs by showcasing their impact

FUNDRAISING AND DONATIONS

Enhancing funding and donations through compelling narratives

POLICY CHANGES

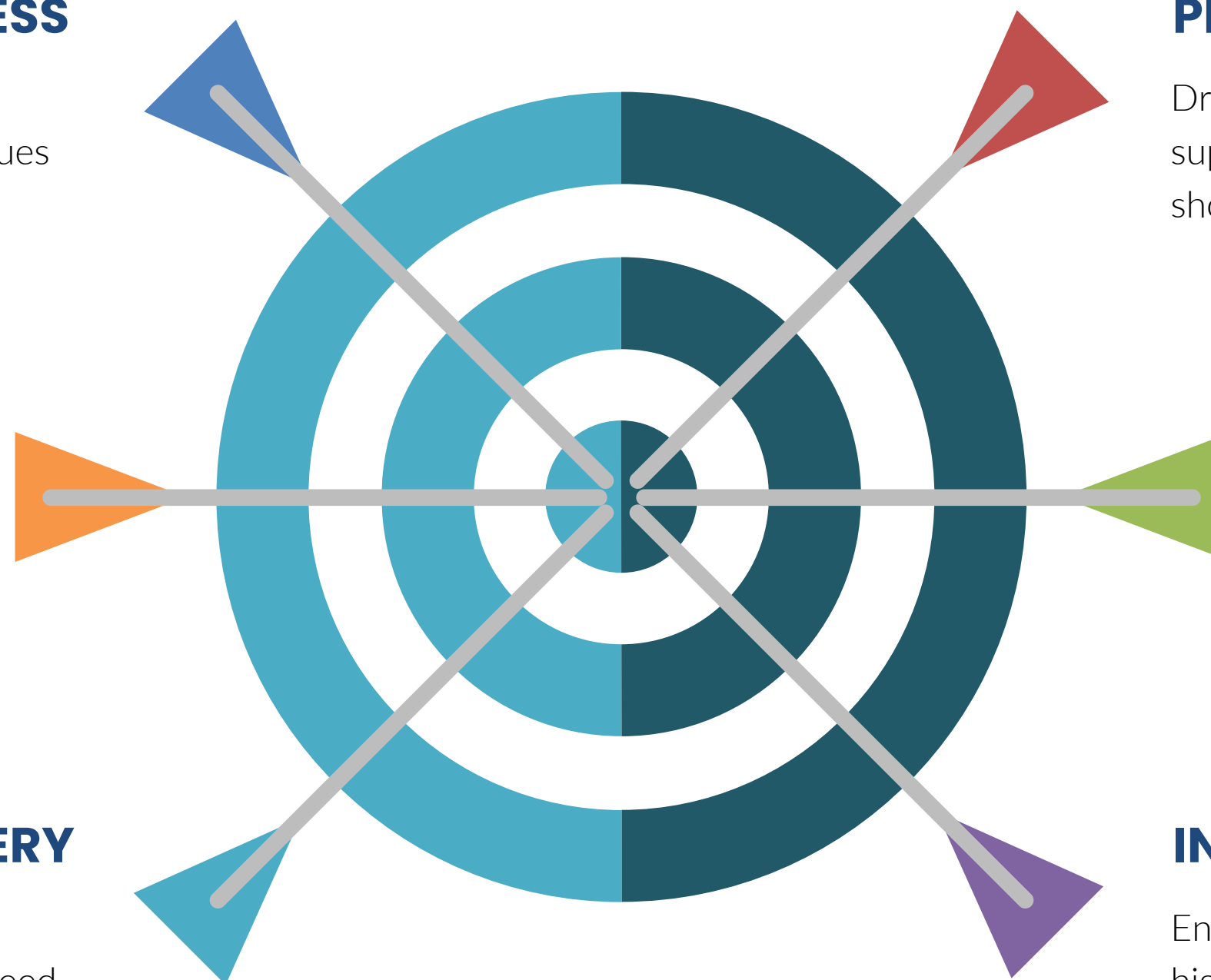
Advocating for policy changes by showcasing data-driven evidence

SERVICE DELIVERY

Improving service delivery by highlighting areas of success and need

INCREASE PARTNERSHIPS

Enhance stakeholder engagement by highlighting successes and insights to build stronger collaborations with partners and funders, increasing reach and impact.



2) Identifying and Understanding Your Audience



Community Members

Individuals who live in the area served by the CBO, directly affected by or interested in specific issues and initiatives.



Stakeholders

Key individuals or groups with a vested interest in the CBO's success, including partners, local businesses, and healthcare providers, who play a role in supporting or benefiting from improved behavioral health.



Funders

Organizations or individuals providing financial support to the CBO, such as grants from government agencies, private foundations, or donations from philanthropists focused on enhancing community health.



Policymakers

Officials who influence laws and policies affecting behavioral health services and funding.



The General Public

The wider audience that can impact and be impacted by behavioral health initiatives.

Understanding Your Audience Journey

The Buyer Journey

Audience Mindset

- I am a decision maker, but I'm not seriously considering a purchase; I'm just watching this space for now.
- I'm researching a purchase decision, but need to understand why I should trust you?
- I've decided to purchase; demonstrate to me how are you going to answer my business objectives and deliver on a business partnership.

Funnel Stage



Audience Intent

INFORMATIONAL INTENT
RESEARCH/CONVINCE

TRANSACTIONAL INTENT
ACTION/CONVERT

3) Identifying Your Core Messages



REFLECT ON IMPACT

Highlight the positive changes your services create in individuals' lives and the community.

ADDRESS NEEDS

Speak directly to the needs and concerns of those you serve, offering solutions and support.

INVOKE ACTION

Encourage community involvement, whether through seeking services, volunteering, or donating.

Choose Your Story Format

VIDEO

Videos bring your CBO's stories to life, capturing emotion and action in a way that words alone cannot.

BLOG

Blogs allow for deep dives into your stories, offering a platform for detailed narratives and insights.

NEWSLETTER

Keep your community engaged and informed with newsletters, a direct line to share updates and stories.

PHOTOGRAPHY

A single photograph can tell a powerful story, capturing moments that words cannot express.



PODCAST

Podcasts give a voice to your stories, offering an intimate way to discuss issues and share experiences.

SOCIAL MEDIA

Quick, engaging, and wide-reaching, social media is perfect for sharing your stories with a large audience.

MULTIMEDIA

Multimedia stories use text, audio, video, and images for a rich, immersive storytelling experience.

ILLUSTRATION

Illustrations add a unique, artistic touch to your stories, making complex ideas visually captivating.

4) Selecting the Platforms You'll Use



Choosing the right platforms is crucial for sharing your CBO's data storytelling effectively. Consider:

Audience Match: Where does your target audience spend their time online? Different platforms reach different demographics.

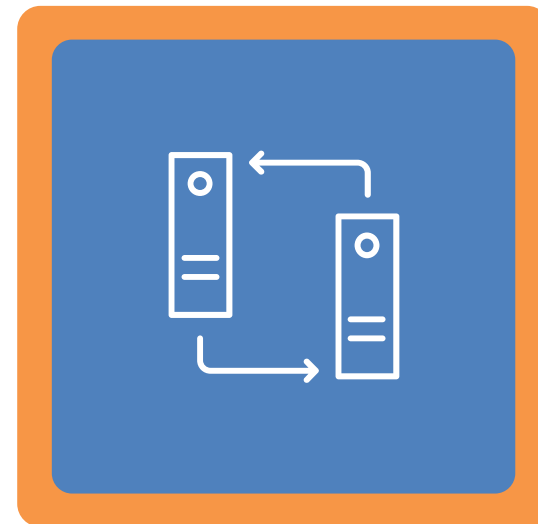
Content Format: Align your choice with the type of content you'll create—visuals, articles, or videos.

Engagement Opportunities: Look for platforms that encourage interactions, such as comments and shares, to foster community engagement around your message.

4) Analyzing Your Metrics

WEBSITE TRAFFIC

Which social platforms drive traffic to your website? How much? When?



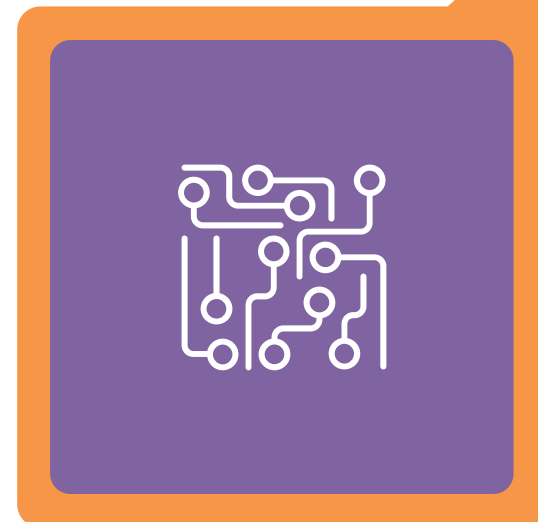
EMAIL SUBSCRIBERS

How many people opened your email?
How many people clicked on your story link?
Did you have more sign ups?



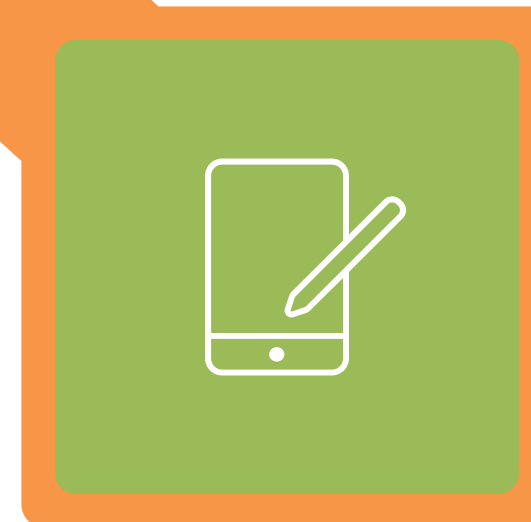
YOUR METRICS

FOLLOWERS



ENGAGEMENT

How many reacted to your story?
How many people commented?
How many people shared your story?



4) Analyzing Your Metrics

Reach:

- How many people saw the content?

Engagement rate:

- What % interacted with it?

Click-through rate:

- How many clicked a link?

Conversion rate:

- How many took your call-to-action?

Interpreting and Evaluating Your Metrics

Regularly review your data to understand what's working. Let's say you notice:

- Videos get 2x the engagement as text posts
- Q&A posts produce the most comments
- Your audience is most active at 4pm vs 10am

1) Make It Visual



People are more likely to engage with, remember, and see content with some visual element.

2) Provide Value



The graphic features a blue background with white and yellow text. At the top right is the SAMHSA logo. A yellow banner at the top left contains the heading 'Check Your Alcohol Use:'. Below this is a list of six bullet points. A second yellow banner contains the heading 'What is a Standard Drink?'. Below this is a list of four bullet points. A white circle with a yellow border contains the text 'HELP IS AVAILABLE'. A yellow banner with the word 'APRIL' is positioned above the 'ALCOHOL AWARENESS MONTH' logo, which is written in large, bold, blue and black letters. At the bottom left, a white rounded rectangle contains the URL 'samhsa.gov/find-help/atod/alcohol'.

Check Your Alcohol Use:

- Set a daily and weekly drinking limit
- Write down your limit and keep it with you
- Record how much you drink each day
- Avoid situations and triggers that cause you to drink
- Ask a friend to help you stay within your limit
- Talk with a doctor about your alcohol use

What is a Standard Drink?

- 12 ounces of beer (5% alcohol content).
- 8 ounces of malt liquor (7% alcohol content).
- 5 ounces of wine (12% alcohol content).
- 1.5 ounces or a "shot" of 80-proof (40% alcohol content) distilled spirits or liquor (e.g., gin, vodka, rum, tequila, whiskey, brandy).

HELP IS AVAILABLE

APRIL

ALCOHOL AWARENESS MONTH

samhsa.gov/find-help/atod/alcohol

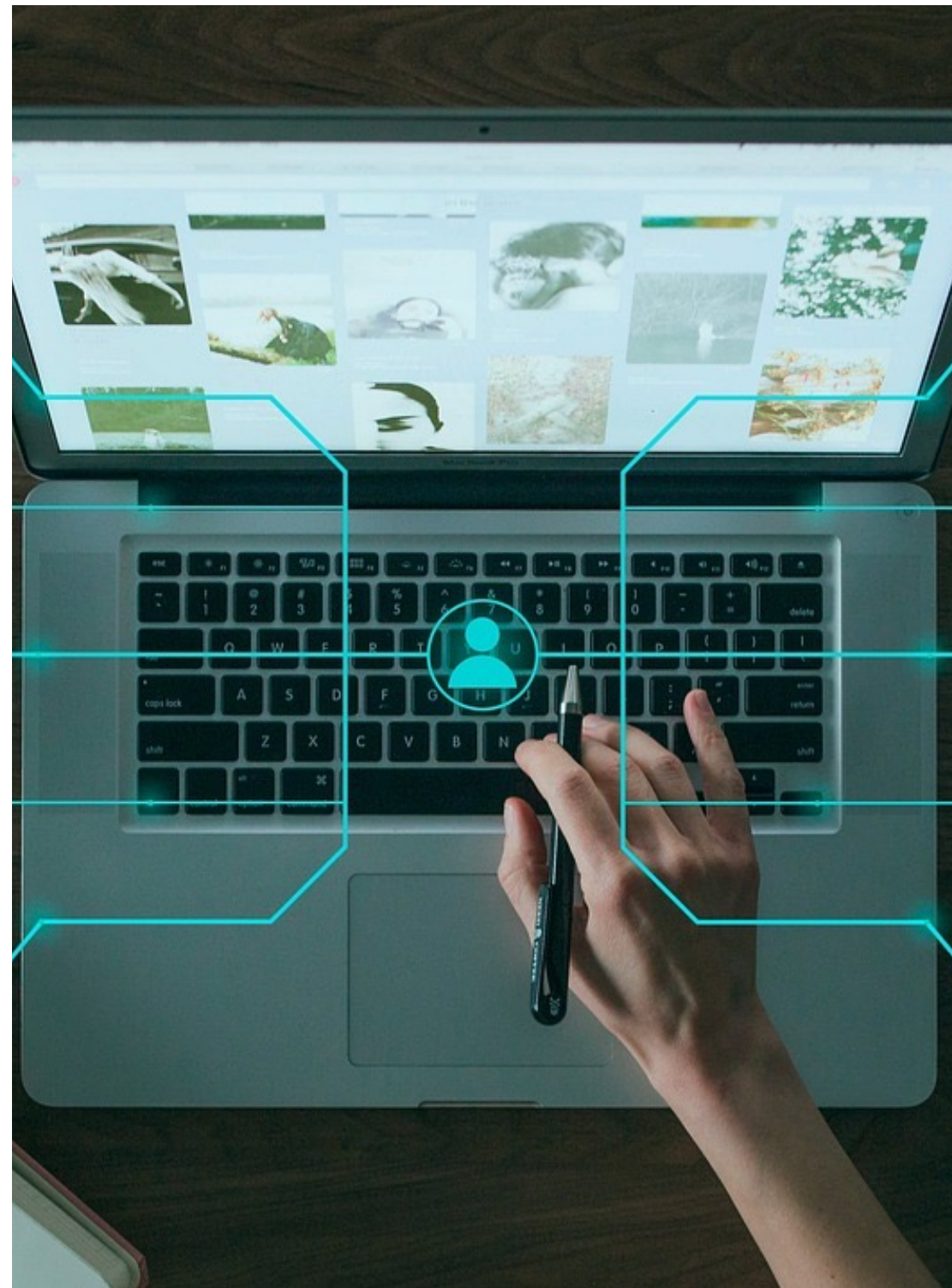
Why do supporters follow you? What do they “get” from interacting with you on social media? Pay attention to the kind of posts your audience interacts with and give them more of those. Ask yourself, “What’s the value to followers?” with every post.

3) Ask Questions



Organizations thriving on social media engage their community by sparking conversations, not just sharing news.

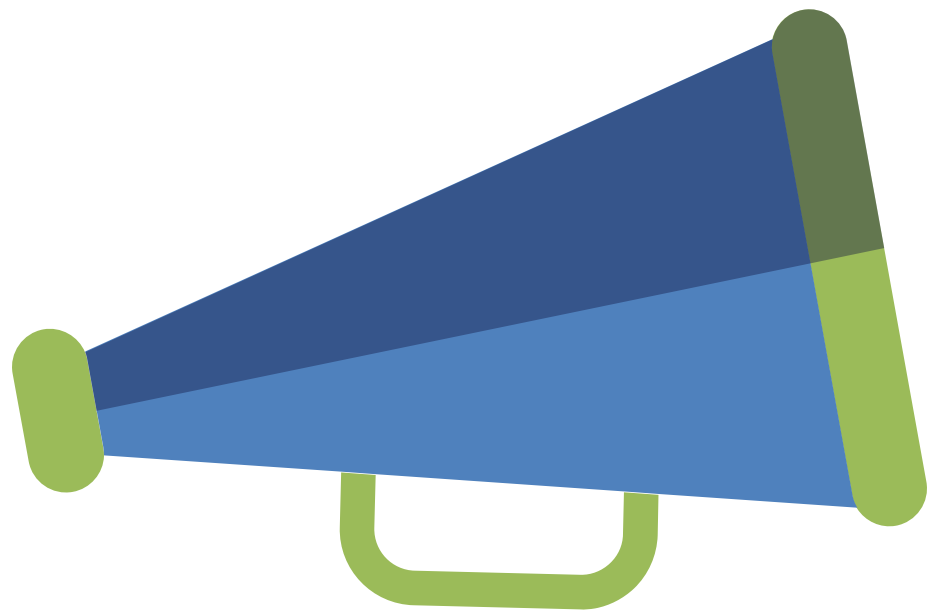
4) Respond to Your Audience



“ Interacting on social media is about showing you hear and appreciate your community. When someone leaves a comment or question, quickly replying, even with a simple "Thank you!" or "Glad you shared that!" shows you care and helps make everyone feel more connected and welcome. ”

Respond to Your Audience

5) Be Authentic



1) Social media isn't just about showing the good times.

2) It's a chance to be real with your followers.

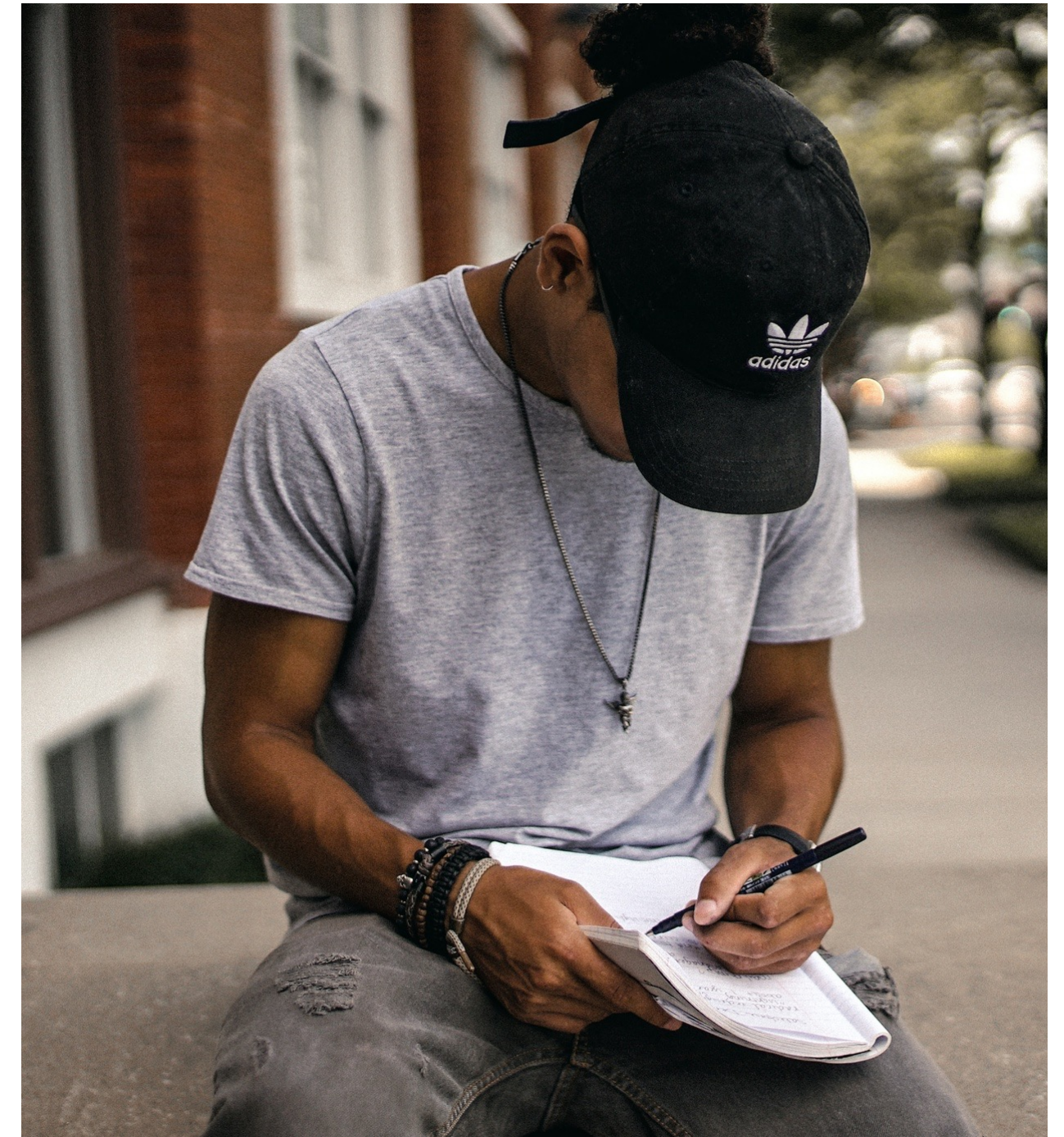
3) Share the ups and downs, the successes, and the challenges.

4) Being open about what drives you shows the heart of your organization and builds genuine connections.

MindWell's Data Storytelling Example

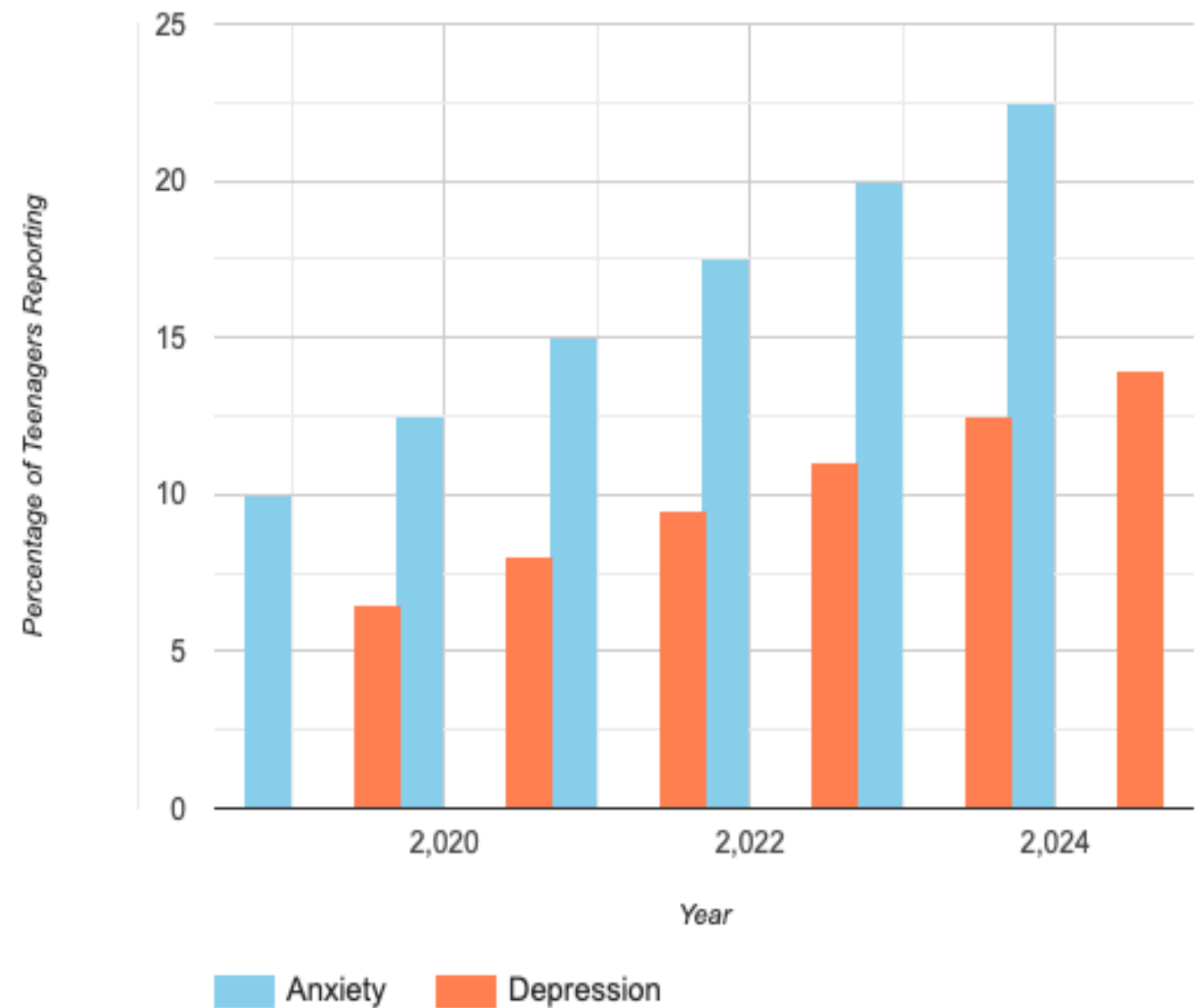
Narrative:

- MindWell shares the story of “Alex”, a local high school student who struggled with anxiety and depression but found it difficult to seek help due to stigma and a lack of accessible mental health resources.
- This personal narrative is used to connect emotionally with the audience, making the issue relatable and highlighting the urgency of addressing mental health support in schools.

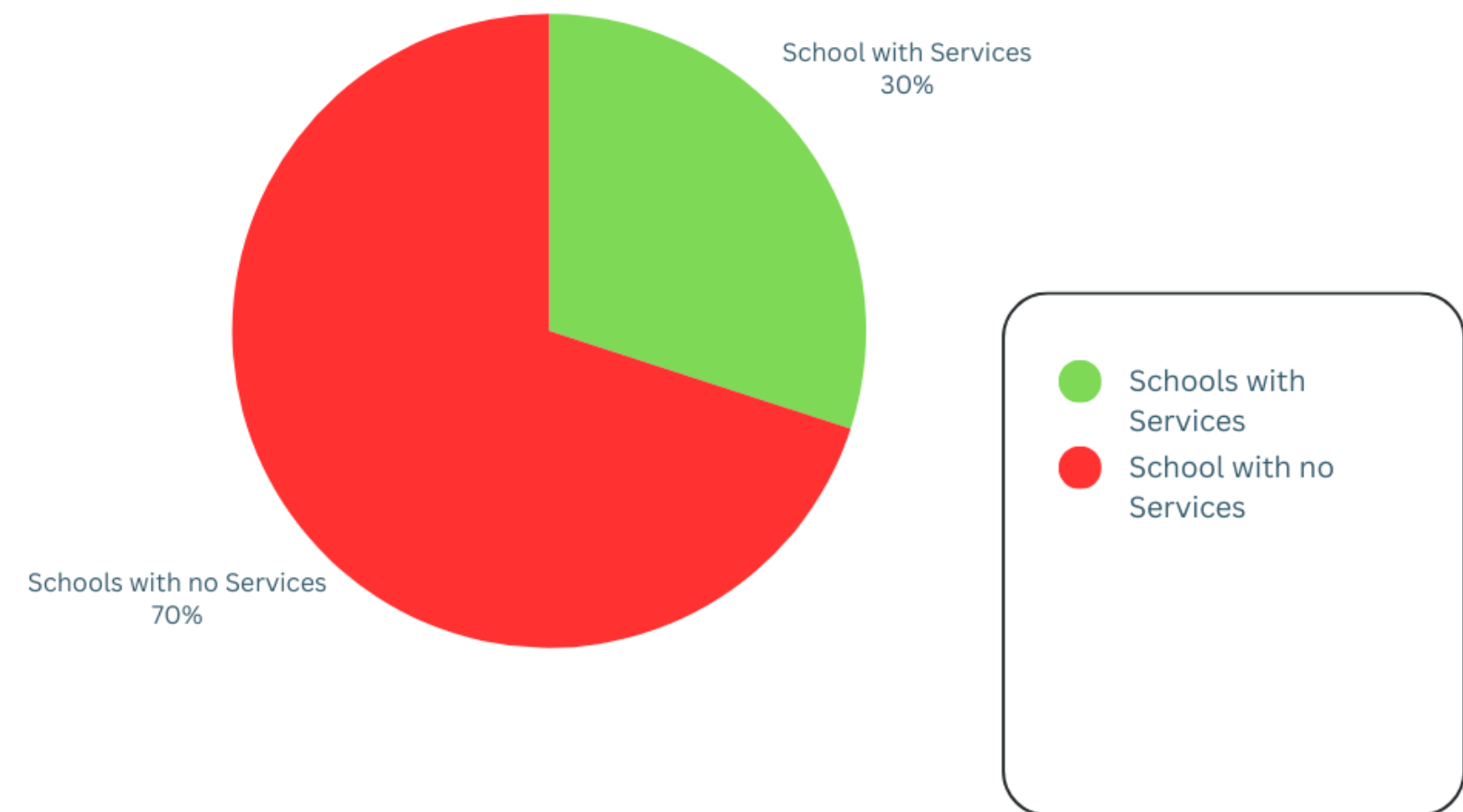


MindWell's Data Storytelling Example

Increasing Rates of Reported Anxiety and Depression Among Teenagers (2019-2024)



PERCENTAGE OF LOCAL SCHOOLS WITH DEDICATED MENTAL HEALTH SERVICES

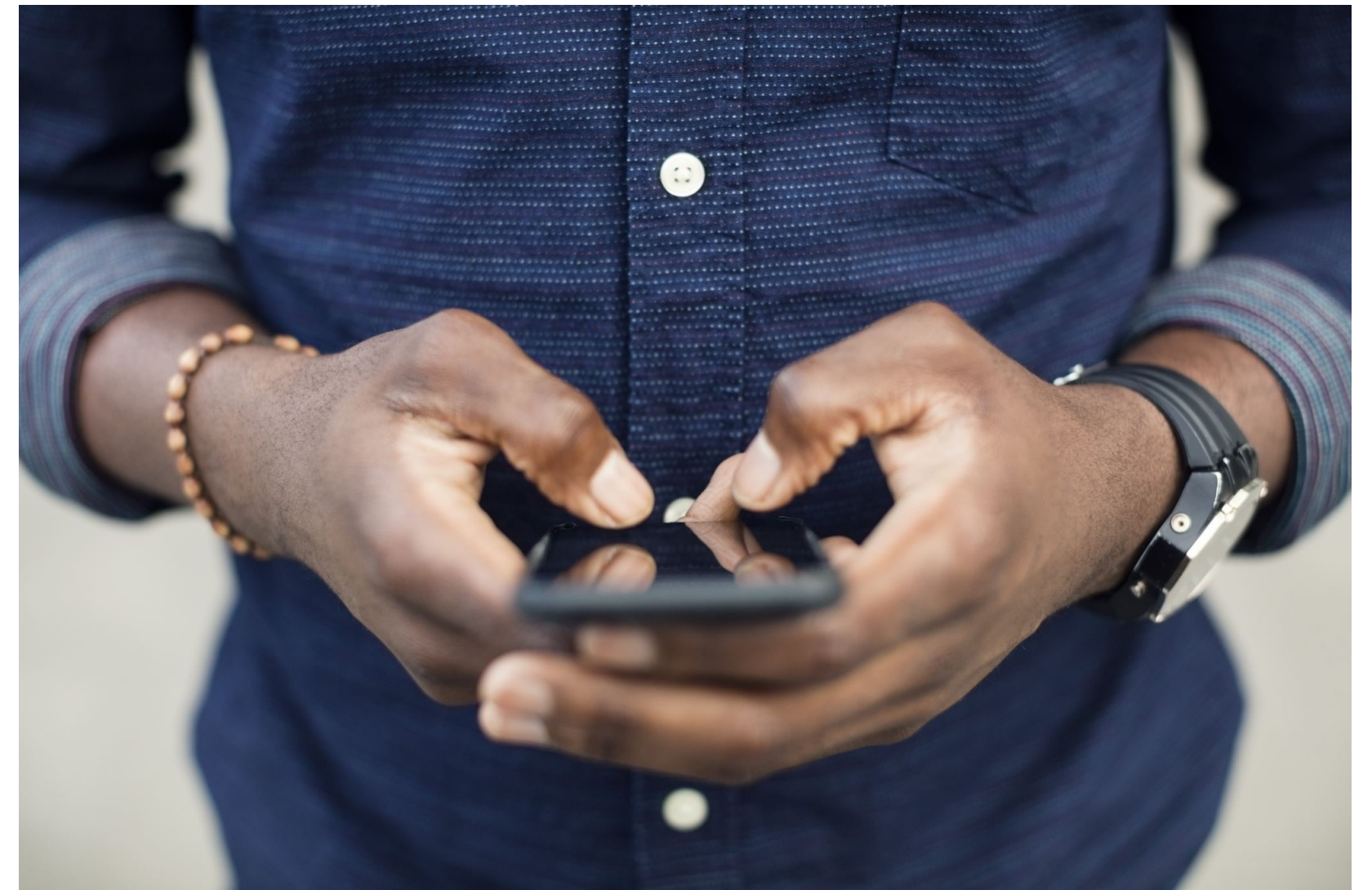


MindWell's Data Storytelling Example

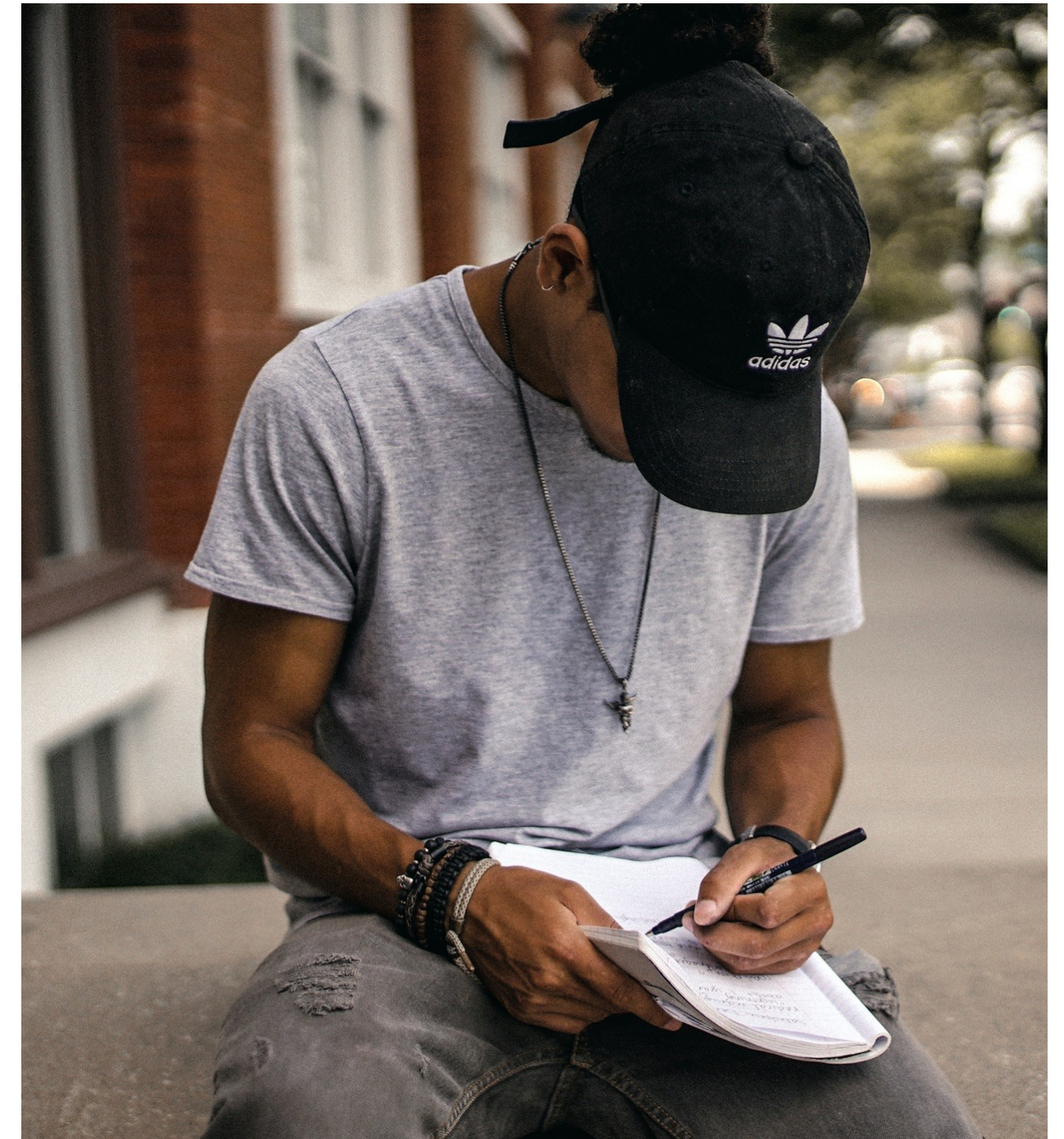
Contextual Analysis:

Broader trends contributing to mental health issues among teenagers

- increased social media use,
- academic pressure, and
- the impacts of the COVID-19 pandemic.
- gap in mental health service provision within the community's educational institutions, comparing local data with national benchmarks for mental health support in schools.



Showcase MindWell's Digital Marketing Strategy



Key Takeaways for Data Storytelling and Digital Marketing

- 1. Strategy First:** Begin with a solid strategy that aligns with your goals and audience needs.
- 2. Tailor your message:** Craft core messages that resonate deeply with your audience's values and needs.
- 3. Choose the right platforms:** Select social media platforms where your target audience is most active for maximum engagement.
- 4. Engage authentically:** Genuine interactions build stronger connections than just broadcasting content.
- 5. Analyze metrics:** Use data to refine your strategies, ensuring they align with your goals.
- 6. Visual storytelling:** Utilize compelling visuals and narratives to illustrate the impact of your work.
- 7. Continuous learning:** Adapt and evolve your strategy based on feedback and changing digital landscapes.

Q&A



Ask questions in the **Q&A box**

Thank you for joining us today!

Register for the rest of the workshop
series!

Register for the Post-Workshop Q&A

Thursday, May 2

2-3pm ET

SAMHSA

Substance Abuse and Mental Health
Services Administration