



Flu Outreach and Social Media Toolkit for Agricultural Workers

Introduction

Influenza (flu) is a contagious respiratory illness caused by the influenza virus that infects the nose, throat, and lungs. It is estimated that tens of millions of people in the United States become ill with seasonal influenza, resulting in hundreds of thousands of hospitalizations and tens of thousands of deaths. Agricultural workers may be more vulnerable than the general population to the flu virus because of living conditions, challenges accessing health care, and potential communication barriers resulting from language and culture.¹

When making social media plans for flu specific outreach, health centers and community-based organizations should seek advice and help from organizations trusted by agricultural workers to ensure the acceptance and cooperation of this community. Planning should include audience-appropriate emergency and public health communications, transportation assistance, alternative housing for physical isolation, and adaptation of community interventions to address flu outbreaks in agricultural worker communities.¹

The purpose of this toolkit is to support health centers and other community-based organizations on using social media platforms to share effective messaging about the flu to agricultural workers and their families. This toolkit will assist outreach educators, community health workers and other staff members in assessing current social media efforts and outcomes and help identify new opportunities for increasing agricultural worker engagement through tailored social media messaging and cross-promotions with partners. NCFH also provided additional resources, including two previously developed social media and messaging toolkits related to COVID-19, which may be helpful.

Customizable flu vaccine resources can be found in the Appendix to help create social media messaging templates and share with other partner organizations to push your efforts, promote your mission and vision, and expand your network of agricultural worker health advocates.

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Assessing and Establishing Your Social Media Efforts

In-person outreach and education efforts have been the main strategies in reaching agricultural producers, workers, and communities with safety and health information, but the COVID-19 pandemic has forced educators to find remote alternative ways to reach, communicate, and share such information.² Despite the new reality, it is thought that social media will continue being a low-cost and highly effective way to deliver health information to special and vulnerable populations.

Setting up expectations for your social media efforts can provide strategic direction to your health center or organization in identifying what steps to take and what social media channels to use to achieve your outreach goals. Establishing goals that are SMART (specific, measurable, attainable, and realistic) can guide your team while providing a way to evaluate the impact and effectiveness of your social media efforts.³ This [Evaluation Guide](#) from the Centers for Disease Control and Prevention (CDC) can help you create SMART objectives. Once you have a clear set of goals, you can track your key performance indicators (KPIs) and metrics more accurately. Revisiting your goals on a regular basis can also help you determine if you are on track or if something needs to be changed.

S	M	A	R	T
Specific	Measurable	Attainable	Relevant	Time Specific
Does your goal clearly outline what you are trying to achieve? Is it specific?	Is your goal something you can measure?	Is your goal attainable? Something you can realistically achieve?	Does your goal align with your organizational objectives? Does it support your mission, vision, or values?	Is there a timeline for when you want to achieve goal by?
(Ex: Goal: Grow Twitter followers.)	(Ex: double the number of your existing Twitter followers.)			(Ex: Increase Twitter followers from 100 to 200 in three months.)

SMART goals with your social media efforts can:

1. Increase Brand Awareness:

By increasing your social media presence and website traffic, you can increase your brand recognition and reach within the community. People become more aware of who you are and what services you provide, including the types of vaccinations you offer.

- Brand awareness can increase the number of agricultural worker communities accessing social and health services, but also other community-based organizations looking to join flu prevention efforts and initiatives, create partnerships, produce health resources, and improve health care services.
- Promoting your brand will help increase the interactions with agricultural workers, health centers, and advocates. It will also make it more accessible to communicate with this population through different social media channels.

2. Increase Consumer Engagement:

By interacting on social media platforms, you can connect with patients and build community around your organization. This can also indirectly grow your revenue by attracting new potential patients.

- Using publications, tweets, comments and sharing content can help agricultural worker communities learn about health center services, flu or vaccine information, COVID-19 and other infectious diseases, and access health education resources and other initiatives they can benefit from.

3. Create New Opportunities:

Social media efforts can lead to new partnerships and collaborations, allowing you to build your resources and referral networks.

- Social media is a great tool to build networks between agricultural worker communities and healthcare providers. It can connect agricultural workers to new organizations and expand their healthcare team.
- Social media can also build community referrals and maximize resources to address social determinants of health such as housing, transportation, access to healthy food, educational opportunities, etc. Through these platforms, providers can build referral systems with other organizations to address health care needs.



Determining What Platforms to Use

Social media platforms each have a unique way of capturing someone's attention. Understanding their individual functions and purpose will help you decide which one to use to connect with your audience, share information, and have a bigger impact on your audience's health outcomes. Below is a list of the most used social media platforms and their features.⁵



Facebook

A social networking platform used to connect and easily share information with everyone around the world. Its features include user profiles or "friends," news feed with highlights and updates, community groups, events list, business pages, marketplace for online sales, integrated games, instant messenger for real time chats, photo sharing, and video for live streaming.⁶

- Facebook is one of the most commonly used platforms by agricultural workers to interact with family, friends, coworkers, and other communities.
- Health centers can create Facebook profiles to interact in an easier, faster, and friendlier way with communities, including agricultural workers. Through pictures, videos, written publications, and other media, your health center can share about available health services, health education, information specific to agricultural worker groups and any referrals to address access to healthcare.
- The Facebook live streaming feature can be used to host live events for the agricultural worker community and provide information, answer questions, and engage directly with patients about a health topic like the flu.



Twitter

A fast-paced online news and social networking platform where people communicate in short messages called "tweets". Its features include user profiles, news feed, business pages, messaging, microblogging, and photo and video sharing.⁷

- Twitter is another platform used by agricultural workers to access short, simple and fast content. It gives you as an organization, the opportunity to reach a much bigger audience using hashtags, locations, or accessible links to other pages or platforms.
- Health centers can create tweets about the flu, vaccination clinics with contact information, link locations where vaccinations are available, and share videos and pictures to educate on the topic. Flu campaigns can also be linked through Twitter to give access to more resources and increase awareness of the virus.



Instagram

A social network focused on sharing images and videos. Its features include user profiles, news feed, business pages, messaging, photo and video sharing, stories with polling, quizzes, animations, sharable links, live streaming, long-video recordings (IGTV), and a shop page.⁸

- Health centers can use Instagram to create video stories, feature pictures of agricultural worker experiences, reach a wide audience using hashtags, tag other agricultural worker advocates, and stream through Instagram live.
- Video and audio messages can be created to feature stories of vaccinated agricultural workers, reactions from the community at vaccination clinics, and also showcase flu prevention efforts, flu health education resources, and recorded activities from health center staff.



WhatsApp

A free messenger application for smartphones that uses the internet to send messages.⁹ Its features include sharing location in real time, voice messaging, audio and video calling, group chats and activities, and file and resource sharing with individuals or groups.

- Agricultural workers are familiar with WhatsApp and often use it to personally connect with family and friends. Considering it is a known platform, health centers can use WhatsApp to share location of flu vaccination clinics and send health education content and general information to one or lots of people at once.
- This platform also allows users to stay connected for free with people living abroad, making video and audio calls easier when keeping in contact with migratory agricultural workers who travel to other states or return to their country of origin after a work season.



YouTube

A free video sharing website that makes it easy to watch online videos. Its features allow you to search an inventory of billions of videos on any given topic.

- YouTube can be a great platform for videos about flu prevention, flu vaccination events, health center services, and educational content for agricultural worker populations, health providers, and partners.
- You can create your own channel and upload your own videos to share with others. This is what makes YouTube such a popular platform, given user-generated content. Instead of videos from major TV networks and movie studios, it shows creative videos made by people for people.¹⁰



TikTok

A social application used to create and share videos. Its features include a slideshow maker, video editor, and timer for recordings.¹¹

- TikTok is a new but very popular social media platform among agricultural workers and their advocates. It can be used to generate video content about health services, feature field stories about flu vaccination and farm labor, and connect with other agricultural workers through video responses or direct messages.

Evaluating Social Media Outcomes

Metrics can help you evaluate the effectiveness of your efforts and measure your health center reach and brand recognition. Depending on your outreach and social media goals, they also allow you to see the types of content that resonate most with your audience; higher engagement posts reach larger audiences which expand your reach as a health center. Health centers need to determine their “Return on Investment (ROI),” as they measure the patient influx that coincides with social media campaigns or what patients talk about when seeing publications on their platforms.¹²

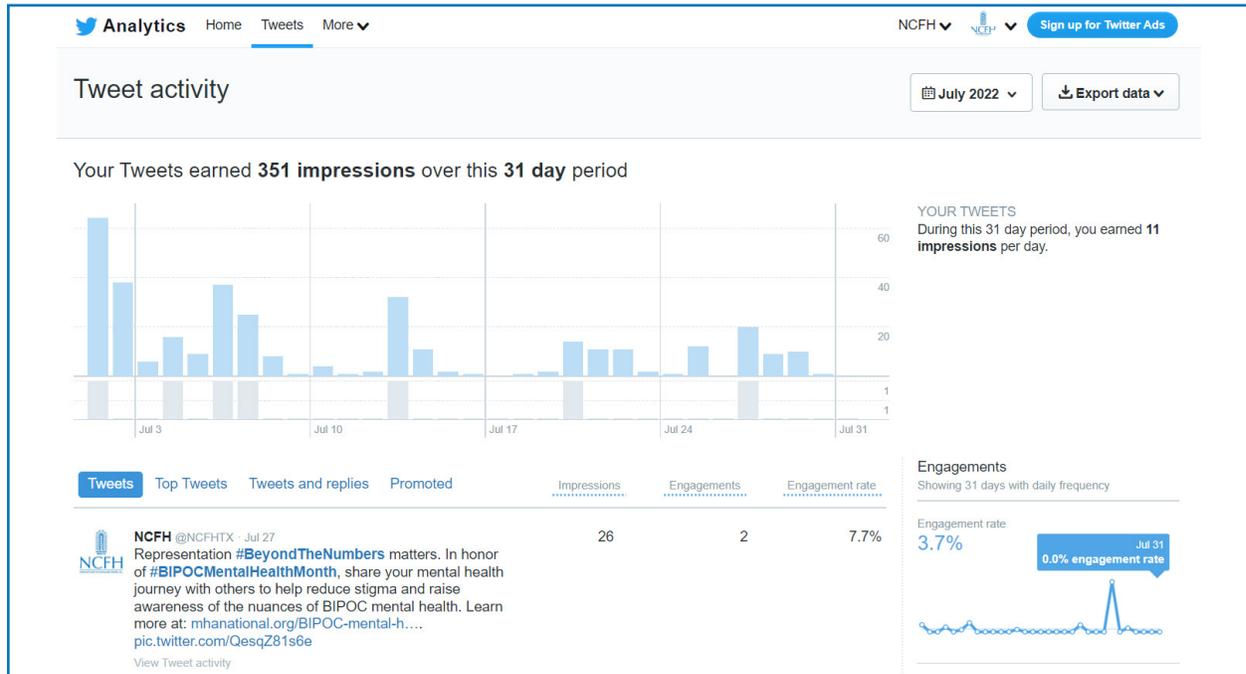
You can track activities of your users or “followers” by:

1. **Likes:** Liking a post is done with one click by the user. Each click is shown through a “thumbs up” icon and displayed with a total amount on the post.
2. **Reactions:** Reactions are different icons that convey emotions (i.e., love, wow, sad, angry, etc.). They are selected by the user and displayed with a total amount on the post.
3. **Shares:** Users can share an entire post from another page as their own or through the other page profile. This can be done as a post, direct message, email, or website link. The total number of shares is also displayed on the post.¹³

The screenshot shows a Facebook post from the National Center for Farmworker Health, Inc. (NCFH). The post content includes a text announcement about a new 'Farmworker Outreach Resources' webpage, a 'NEW!' banner, and a grid of resource thumbnails such as 'Digital Tools & Templates', 'Tools for Health Outreach', 'Outreach Promising Practices', 'Community Advocacy & Education', 'Quarters Round-up of Farmworker Friendly Material', and 'Leadership Spotlight'. Below the post, performance metrics are displayed: 273 People Reached, 10 Likes, 2 Loves, 0 Comments, 3 Shares, 6 Post Clicks (1 Photo views, 4 Link clicks, 1 Other clicks), and 0 Negative Feedback (0 Report as spam, 0 Unlike Page). Engagement options like 'Like', 'Love', 'Comment', 'Share', and 'Boost post' are visible at the bottom.

Based on the user's activity, you can gather metrics that will give you the following:

1. **Impressions:** The number of times your content is displayed.
2. **Engagement:** The number of interactions your content receives from users (i.e., likes, comments, shares, saves, etc.).
3. **Reach:** The number of people who see your content.¹⁴



Metrics on social media platforms can be found here:

- Facebook on the Insights tab.
- Twitter in Analytics.
- Instagram on the Insights tab in the mobile app.
- LinkedIn on the Visitor Analytics page.
- TikTok on the Overview tab in the mobile app.¹⁵

Free and paid third party resources can also be utilized by your health center or organization to run metrics on different social media platforms.¹⁶

FREE

- [Buffer Analyze](#)
- [Zoho Social](#)
- [Tailwind](#)
- [Followerwonk](#)
- [SparkToro](#)
- [Audiense](#)
- [Google Analytics](#)

PAID

- [Sprout Social](#)
- [Hootsuite](#)
- [Sendible](#)
- [Keyhole](#)
- [Rival IQ](#)
- [Socialbakers](#)
- [Iconosquare](#)
- [Cyfe](#)
- [Quintly](#)
- [Klear](#)
- [Talkwalker](#)

Strategies to Increase Social Media Impact

The list below outlines strategies gathered from lessons learned by health centers to create specific and successful products and communications. These will help your organization increase the impact of your social media efforts, especially with agricultural workers.

- 1. Use plain, simple language:** As you develop and customize flu specific information or educational content for populations such as agricultural workers, be concise. Use plain, simple language and short sentences that are easy to understand to minimize any language barriers.
- 2. Tailor messaging to your target population:** Keep in mind the needs of your agricultural worker patient populations. Use terms related to their culture and day to day language and adapt-messages for low literacy.
- 3. Use visuals:** Use or develop images that are representative to agricultural workers and visually relevant to their culture. Publications with visuals are easier to understand and engage better with patients than text-only posts.
- 4. Promote Call to Action:** Use active voice in your messaging and indicate action steps so your audience understands the desired behavior (i.e. prevent flu or get the flu vaccine). Social media platforms are great and creative channels of communication to share calls to action against the flu. Video campaigns and live or recorded video messages motivating others to get vaccinated are great ways to engage agricultural worker communities, especially if they see themselves represented.
- 5. Gather relevant content:** Trending videos and hashtags are used to organize or group social media posts together using keywords preceded by a hashtag or pound symbol (#). These words can be included in any of the social media platforms to increase your traffic. You can turn phrases or words into searchable content to increase visibility and get your audience's interest and attention.
- 6. Ensure staff capacity:** Increase the digital literacy of your staff, this way they can use the platforms effectively when creating flu-related content for your target population.
- 7. Cross promote with partners:** Invite other health centers or organizations to partner with you to spread your flu prevention messages and initiatives.



Additional Resources

Below is a list of additional resources you can utilize to maximize the impact of your social media efforts:

- CDC's [Evaluation Guide to write SMART objectives](#) is intended to offer guidance, consistent definition of terms, and help in SMART objective skill building on a wide range of general evaluation topics and selected specific topics.
- The [COVID-19 Messaging Social Media Toolkit](#) contains resources and information tailored for agricultural worker communities to amplify social media messaging about COVID-19. It specifically includes a social media guide and media repository to help in content creation and customizable branding content. It also includes information about the COVID-19 virus, symptoms, preventative safety measures, and vaccinations.
- The [Influenza and the COVID-19 Pandemic Social Media Toolkit](#) provides information and resources to increase awareness and understanding of the influenza vaccine among agricultural workers living and working in the U.S., especially as we fight both influenza and COVID-19. It includes the basics of COVID-19 and the Influenza virus and key messages to developing a social media campaign.
- [NCFH's Educational Resources for Agricultural Workers page](#) has compiled low-literacy and multimedia educational resources in multiple languages that address COVID-19 prevention, control, and vaccination. These materials have gone through NCFH's Assessment (available in [English](#) and [Spanish](#)) and are culturally and linguistically appropriate for agricultural workers. You can find videos, audio and radio files, social media resources, and documents for printing in Spanish, Haitian Creole, and indigenous languages such as Triqui, Mam, and Mixteco.
- ["We Can Do This" Resources & Toolkits](#) is a national initiative and public education campaign to increase confidence in and uptake of COVID-19 vaccines while reinforcing basic prevention measures such as wearing masks and social distancing.

As you establish and determine your strategy, you can include these resources to reach your target agricultural worker populations. For samples of social media posts and templates to invite partner organizations, refer to the [Appendix](#).



Appendix

A. Customizable Resource: Sample Social Media Post for Facebook, Twitter, or Instagram in English and Spanish

Social Media Platform	Messaging in English	Messaging in Spanish	Image
<p>Facebook</p>	<p>The best way to reduce your risk from seasonal flu and its potentially serious complications is to get vaccinated every year.</p> <p>Flu symptoms include fever, cough, sore throat, runny or stuffy nose, body aches, headache, chills, and fatigue. Some people also may have vomiting and diarrhea.</p> <p>For more information: https://www.cdc.gov/flu/index.htm</p> <p>#FightFlu #CDC #Farmworkers #Influenza</p>	<p>La mejor manera de reducir el riesgo de contraer la gripe estacional y sus complicaciones potencialmente graves es vacunarse cada año.</p> <p>Los síntomas de la gripe incluyen fiebre, tos, dolor de garganta, secreción nasal o congestión nasal, dolor de cuerpo, dolor de cabeza, escalofríos y fatiga. Algunas personas también pueden tener vómito y diarrea.</p> <p>Para más información: https://espanol.cdc.gov/flu/index.htm</p> <p>#Luchacontralagripe #CDC #Trabajadoresagricolas #Influenza</p>	
<p>Twitter</p>	<p>Getting an annual flu vaccine is the best way to protect yourself and your loved ones from flu.</p> <p>Find more: https://www.cdc.gov/flu/index.htm</p> <p>#FightFlu #CDC #Farmworkers #Influenza</p>	<p>Vacunarse cada año contra la gripe es la mejor manera de protegerse a sí mismo y a sus seres queridos de la gripe.</p> <p>Encuentre más en: https://espanol.cdc.gov/flu/index.htm</p> <p>#Luchacontralagripe #CDC #Trabajadoresagricolas #Influenza</p>	
<p>Instagram</p>	<p>While #Influeza can cause mild to severe illness, for some it can lead to hospitalization and even death.</p> <p>Is never too late to protect yourself and your family by getting the flu vaccine now.</p> <p>#Fightflu #CDC #Farmworkers #Influenza</p>	<p>Si bien la #gripe puede causar una enfermedad de leve a grave, para algunos puede conducir a la hospitalización e incluso a la muerte.</p> <p>Nunca es demasiado tarde para protegerse a sí mismo y a su familia al vacunarse contra la gripe ahora.</p> <p>#Luchacontralagripe #CDC #Trabajadoresagricolas #Influenza</p>	

B. Sample Customizable Email Invitation: To invite other organizations to partner with you to spread your message of awareness.

Hello from [Your Health Center/Organization Name],

We would like to invite your organization to join our [health center/organization event] awareness campaign during [timeframe]. During this [days/week], [Your health center/organization name] will be holding several events to raise awareness about [Flu prevention/Flu vaccination, other Flu related content] and the importance of agricultural workers being able to access quality healthcare. Check out our event list here.

[Add list of events below]

- Event 1
- Event 2
- Event 3

We believe together we can amplify our voices and promote Flu awareness/ Flu vaccination for agricultural worker communities, sharing valuable information and raising awareness of the importance of accessible healthcare for this vulnerable and essential population.

What can you do to get involved?

1. [Add Flu content and tools developed by your health center/organization -provide direct links].
2. [Share key messages that your partners can promote as well].
3. [Link any campaign your health center/organization has created related to Influenza virus].

If you accept our invitation, please sign up [provide a point of contact, MOU, partnership agreement, other required documents] to make sure we provide you all the information and materials you need to join our efforts.

We look forward to being able to collaborate in this important matter.

[your email signature]

C. Sample Customizable Flyer for Partners

Together We can fight the flu virus!

[FLU SOCIAL MEDIA CAMPAIGN NAME]

[All partner organizations names] have joined efforts to create [name of the flu social media campaign] to help fight the Influenza virus amongst agricultural worker populations.

[campaign related picture/s]

Social Media Campaign Activities		
[Objective 1]	[Activities related to Objective 1]	[Dates]
[Objective 2]	[Activities related to Objective 2]	[Dates]
[Objective 3]	[Activities related to Objective 3]	[Dates]

Contacts us at:

[Your Organization] Email Phone number Website	[Partner 2] Email Phone number Website	[Partner 3] Email Phone number Website
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[Create QR code] Scan this QR code to find flu prevention services and learn more about this campaign!

[Your Organization's Logo] [Partner #2 Logo] [Partner #3 Logo]

[Add Organizational Disclaimer]

For more templates or help creating a promotional flyer, visit www.canva.com.

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