

## AHI's SM Policy

The intention of the Social Media Influencer Guide is to encourage community and collaboration between AHI's stakeholders, employees, and the youth we partner with. In this guide, you will find guidelines and best practices for engaging with AHI's SM profiles (whether it is with your personal account or on behalf of AHI). While we hope you will engage with our content online, there is no pressure to, and we will not be monitoring your profiles.

*\*By SM (or social media), we are referring to a variety of online communities like blogs, social networks, chat rooms, and forums in addition to platforms like Facebook or Twitter.*

For convenience, linked below are AHI's active social media accounts:

- [Facebook](#)
- [Twitter](#)
- [Instagram](#)
- [LinkedIn](#)

## WHAT IS AN INFLUENCER?

**Influencer marketing is an initiative** that leverages influential people to reach communities your account otherwise would not, with the hope of expanding the diversity of a brand's audience. Influencers help to build know, like, and trust factor with a designated audience through word-of-mouth marketing. As such, it is easier to build rapport with people when talking one-on-one, rather through the guise of an organization.

For AHI's purposes, this can look like AHI staff engaging with content through their personal accounts or by logging in as AHI to answer questions, respond to posts, or offer evidence-based advice for the different areas of adolescent health.

Some examples of folks within the adolescent health-sphere who represent their organizations on social media well are [Lauren Ranalli](#) of ETR, and [Iliana Siarmalis](#) from the Association of Maternal and Child Health Programs (AMCHP).

## OVERVIEW

People are more likely to be influenced by those they know, like, and trust. Here are best practices when approaching AHI's SM accounts as an influencer:

1. If you do choose to be an AHI SM Influencer by leveraging your personal accounts, we suggest you put the line "All opinions are my own" in your bios.
2. Ensure the same gratitude and strengths-based communication style the AHI Team embodies internally, is represented externally.

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- For example, thanking the individual, organization, group, etc., for their time/or work.
- If you are wondering if the language you are about to use is gratitude-based, then reach out to Rachel to discuss the message. The Marketing Team is here to help you think strategically about responding to folks on social media in a way that positively reflects our values.
- 3. Do not post any of AHI’s, or our stakeholders’, confidential information.
  - This means refraining from posting about anyone (including AHI Team Members), without their explicit consent. Even if it is a casual mention, we want to be as consensual as possible.
  - This rule also applies to the youth we work with, so ensure you have also received their consent before posting their names or images online.
- 4. As a part of the University of Michigan and the Michigan Medicine Health System, AHI cannot participate in activism, politics, or religious conversations.
- 5. Any information shared must be evidence-based and vetted:
  - This means the information, whether a fact, quote, etc., is from a properly accredited source. Check out this article on [Finding and Evaluating Online Resources](#) by the National Center for Complementary and Integrative Health for a comprehensive overview on finding an evidence-based resources.
    - In short, question anything posted online. Specifically,
      1. Who is posting the information and *why*?
      2. When was the information posted? Is the research up to date?
      3. Is the information based on scientific research that has been vetted?
      4. Cultural competency is relevant to our social media practices in the same scope it is relevant in other areas of our work. When posting on behalf of AHI, ask yourself these guiding questions:
        - a. Who is being centered in the narrative and why?
        - b. Which voices are excluded?
        - c. How are people who hold marginalized identities being represented?
- 6. Not only are **your** posts open to public scrutiny, but so are the comments you leave on others’ posts. As such, you should be careful not to post anything that could be detrimental to the reputation of AHI.
- 7. For additional guidance on operating in the social media realm, please refer to Michigan Medicine’s [Social Usage Procedure](#).

BRANDING GUIDELINES & CONTENT CREATION OVERVIEW

AHI’s audience represents a variety of professional fields, including, but not limited to, physicians, nurses, social workers, health educators, health center staff, coordinators, and students across many intersecting identities.

**Creating content**

AHI has specific marketing and branding guidelines to ensure all related external content is consistent and cohesive. To learn more about strategic marketing, check out [this guide](#).

- AHI [Marketing Shared Drive](#) Overview
- AHI [Style Guide](#)
- AHI [Travel Guide](#)

*\*If you are interested in making a graphic for social media, it first needs to be reviewed by the Marketing Team for branding.*

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AHI's voice and tone:

- Is evidence-based
- Is solutions and resources driven
- Uses a combination of formal and informal language that is accessible to our audience
- Only steps into controversial spaces if there are ways to do so that is both evidence or strengths-based
- Centers youth voice by seeking youth feedback and honors the work done by young people in the adolescent health space

If you need content ideas, here are some adolescent health accounts I enjoy following:

- [National Coalition of Sexual Health](#)
- [John Hopkins Public Health](#)
- [The Trevor Project](#)
- [Project LETS](#)
- [Black Emotional & Mental Health Collective](#)
- [WeRNative](#)

### A brief style overview:

When talking about our quality improvement interventions, the ACE-AP and the ACM, the first time the intervention is mentioned, please spell out the whole acronym and then add acronym in parenthesis:

Adolescent-Centered Environment Assessment Process (ACE-AP)/Adolescent Champion Model (ACM).

- Anytime the intervention is mentioned in the copy afterward, please use the acronym "ACE-AP."
- If there is a character limit on the platform, like Twitter, it's okay to write "ACE-AP" or "ACM" instead of spelling out the acronym.
- Numbers ranging from one to nine are spelled out; anything higher remains numerical, except when mentioning Cohorts.
- We write "Spark trainings" instead of "Spark Trainings."
- Health care is spelled as two words instead of one (healthcare).
- When referencing the Connection Session, both words are capitalized. When referencing a specific Connection Session, include the year the event took place. For example, "This year, the 2021 Connection Session..."
  - The correct way to write out the title of the Connection Session, or any other title (webinars, Starter Guides, etc.) is: "The 2021 Connection Session, Racial Equity in Adolescent Health: Developing an Anti-Racist Practice, will be held on . . ." or "The 2021 Connection Session on Racial Equity in Adolescent Health: Developing an Anti-Racist Practice."
  - The incorrect way to format titles is: The 2021 Connection Session, "Racial Equity in Adolescent Health: Developing an Anti-Racist Practice."
  - In efforts to further distinguish the Annual Conference and Connection Sessions, we are no longer using the word "Annual" in Connection Session titles.
- When referencing the Annual Conference on Adolescent Health, the word "Conference" and "Annual Conference" are always capitalized.
  - For example: "The Conference, set to be held on. . ." OR "The Annual Conference brings together an interdisciplinary audience."

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- On social media, I normally say “2022 Conference on Adolescent Health” versus “8<sup>th</sup> Annual Conference on Adolescent Health”
- If appropriate, please add the hashtag #AHI2022 to the copy, or if you're feeling bold, use it in place of “2022 Conference on Adolescent Health.”

**Multimedia best practices:**

- When looking for photos to include with your promotion, make sure the photos are clear, well-lit images that represent a diverse population. Adolescents should be at the center of photo choices when appropriate.
  - If you would like to use a stock photo but are unsure as to where to find one that is both free and does not violate copyright laws, check out this [curated spreadsheet](#) that lists websites with accessible, inclusive stock photos. Our inclusive set of youth-centered stock photos, [Youth in Health: Inclusive Stock Photography Collection](#), are also free to use.
  - Additionally, if you would like to use photos of ACM or ACE-AP sites, we have [folders](#) with images from several past and present cohorts and organizations.
  - There is also a [folder](#) with miscellaneous stock photos that were saved over the years.
- When creating graphics, we are leaning towards a more minimal style. This looks like white backgrounds, utilization of our dark blue in text, and with green elements. Here are some good examples from our Instagram account:
  - [Making your health center more trauma-informed](#)
  - [Spotlight on behavioral health: cultivating more adolescent-centered environments within behavioral health care spaces](#)
  - [Maintenance of Certification Part IV on Improving Adolescent Confidentiality](#)

**Accessibility on social media:**

- If posting a video to a platform's feed, please use subtitles. On Instagram stories, there is now a feature where you can add/edit subtitles to video stories. In fact, if you don't feel like baking the captions into the video, most social media platforms have a function where you can easily import the content's plain text transcription to the post when uploading.
- Use color thoughtfully
  - Check if an image employs proper color contrast by using the [WebAIM: Color Contrast Checker](#) to ensure your content will be accessible and readable.
  - Recolor the image in question with grayscale .
- Use Alt Text Descriptions
  - AHI is the process of creating an Alt-Text Guide. In the meantime, [here](#) is a good resource by UM's Gender Spectrum to learn more about Alt Descriptions.
- Use shortened links that indicate what type of content you are linking to.
  - AHI has a spreadsheet of shortened Bit.ly links for resources on our website [here](#).
- Avoid using ableist language such as:
  - Look, see, hear
- Avoid using strobing, flickering, or flashing effects when creating content, which can be harmful for those with epilepsy, vestibular disorder, or migraines.
- To learn more about creating accessible social media content, check out [this video](#) by UA Technology Accessibility.

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- Follow along with Facebook's in-app accessibility updates [here](#).

**Hashtags**

According to a 2021 article authored by [Hootsuite](#), hashtags serve as an indication (for users and algorithms) that a piece of content relates to a specific topic or belongs to a category. Hashtags help make content discoverable in on-platform searches and, effectively, reach more people. Additionally, including hashtags in your posts indicates you are taking part in a relevant, timely conversation happening on that social media platform.

Here are a few #hashtag best practices:

- Always start your hashtag with the pound sign (#), and avoid using spaces, symbols, and punctuation.
  - E.Gs: #hashtags!, #hash tag, #ha\$htag
  - When possible, use Camel Case hashtags, or capitalize each word in a hashtag so screen readers will pronounce the words clearly instead of lumping them together.
    - Good: #AmplifyYouthVoice
    - Bad: #amplifyyouthvoice
- Ensure your profiles are public or else the tagged content won't be seen by those who don't follow you (which defeats the purpose of using a hashtag).
- Keep your hashtags relevant and short.
  - Good: #AdolescentHealth
  - Bad: #contentaboutadolescenthealth
- Avoid using too many hashtags (it looks spammy).
  - Facebook: 1-2 hashtags
  - Twitter: 1-2 hashtags
  - Instagram: 5-10 hashtags
  - LinkedIn: 1-2 hashtags
- Check what content the hashtag you're about to use is associated with by search the hashtag.

As an organization, we use a variety of hashtags across our active social media platforms to build brand awareness and categorize content. Here are a few AHI-branded hashtags and the context in which we use them:

- #AdolescentHealth: Is used in reference to anything about adolescent health.
- #AdolescentChampions: Is used in reference to organizations participating in the Adolescent Champion Model, or general promotion of the Adolescent Champion Model.
- #AmplifyYouthVoice: Uplifts adolescents and their autonomy.
- #AHI2022: References our Annual Conference on Adolescent Health and changes each year we hold the Conference. For example, the proper hashtag for the 2022 Conference on Adolescent Health would be #AHI2022, while you would use #AHI2021 for the 2021 Conference on Adolescent Health.
- #AHIConnects: Is used when referencing our Connection Sessions.

If you would like to use your expertise to champion awareness to a cause, here are some health-related awareness months, weeks, and days to keep in mind.